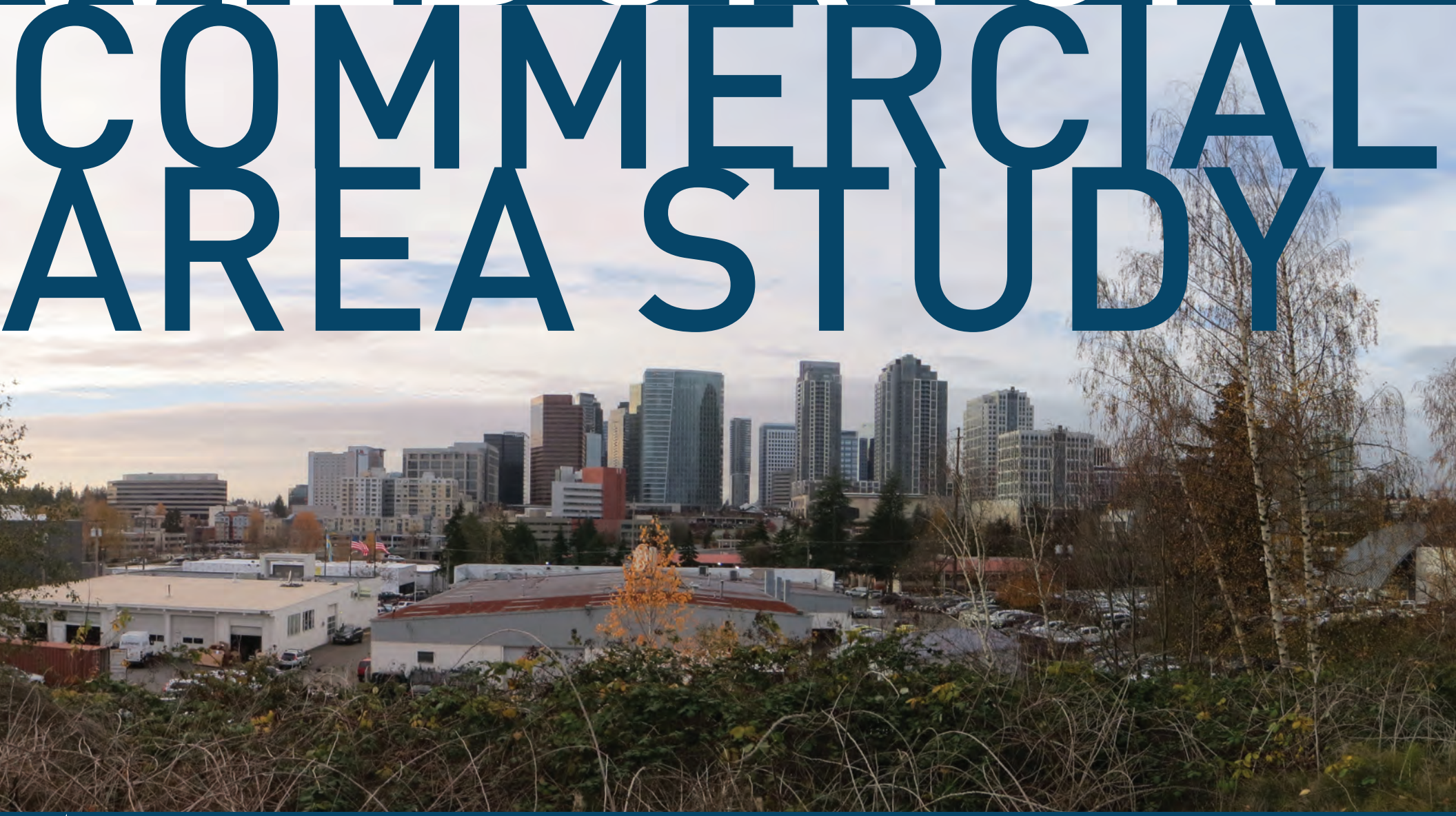
WILBURTON COMMERCIAL AREA STUDY



CITY OF BELLEVUE WASHINGTON

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Wilburton Trestle

Agenda

Design Module and Stakeholder Input to Date (15 min.)

- Building Height and Form, FAR, Bellevue Transect
  B. Calvert
- Stakeholder Considerations (POPS Update)
  NBBJ
- Online Community Open House / Online Survey Update
  NBBJ

People and Demographics (20-30 min.)

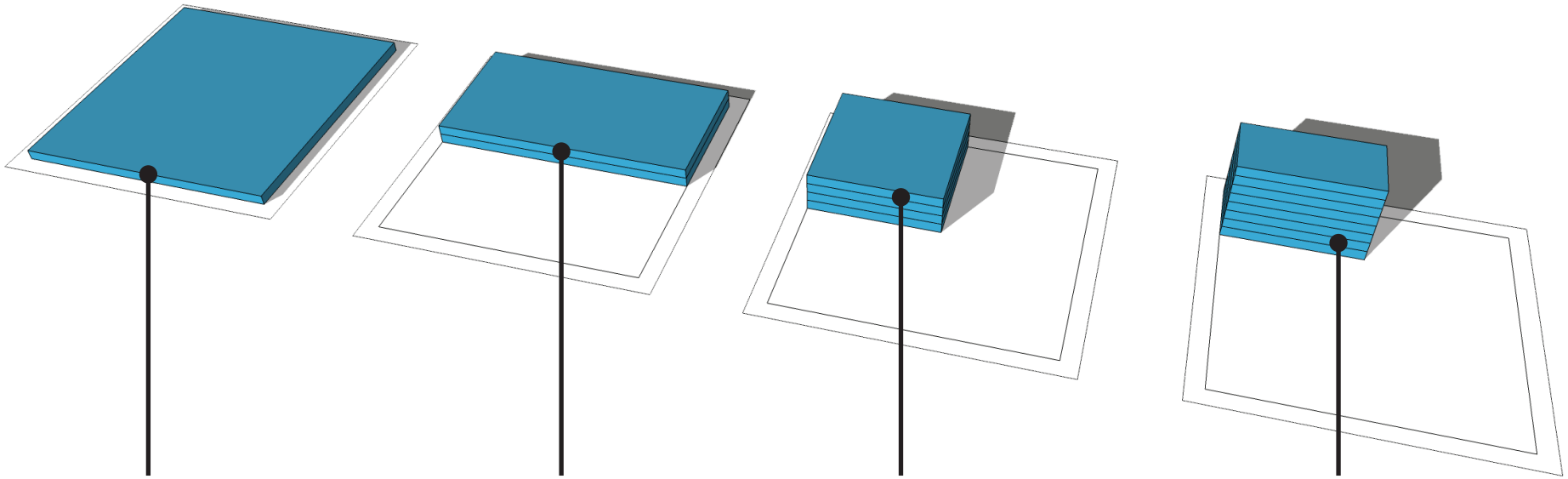
- Discusion on Bellevues' demographics
- Wilburton-Commercial Area role in meeting the needs of the City residents, workforce and vistiors
  B. Calvert and NBBJ

Visioning Workshop (30 min.)
NBBJ

Oranizational Framework (30 min.)
NBBJ

What are the elements that influence building height, form, and density?

Floor Area Ratio (FAR) - Measurement of total floor area in a building compared to site area. A meausurement of density.



1 floor @ 90,000 sf = 2 floor @ 45,000 sf each = 4 floor @ 22,500 sf each = 8 floor at 11,250 sf each

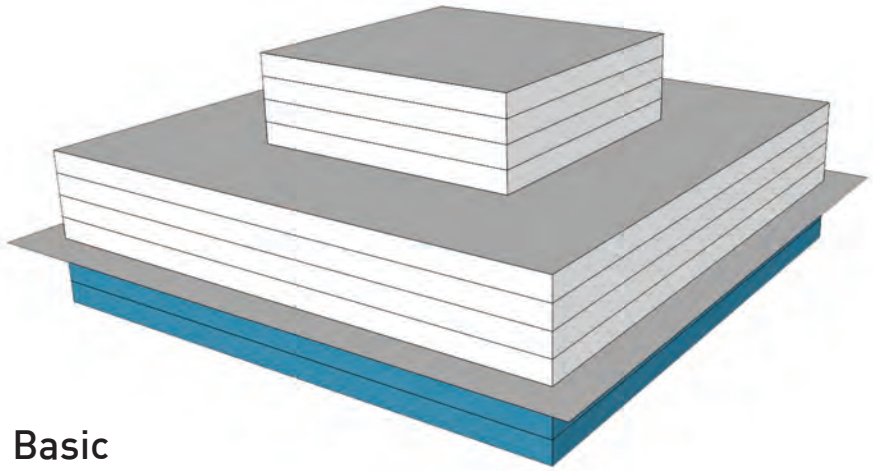
All = 1.0 FAR

What are the elements that influence building height, form, and density?

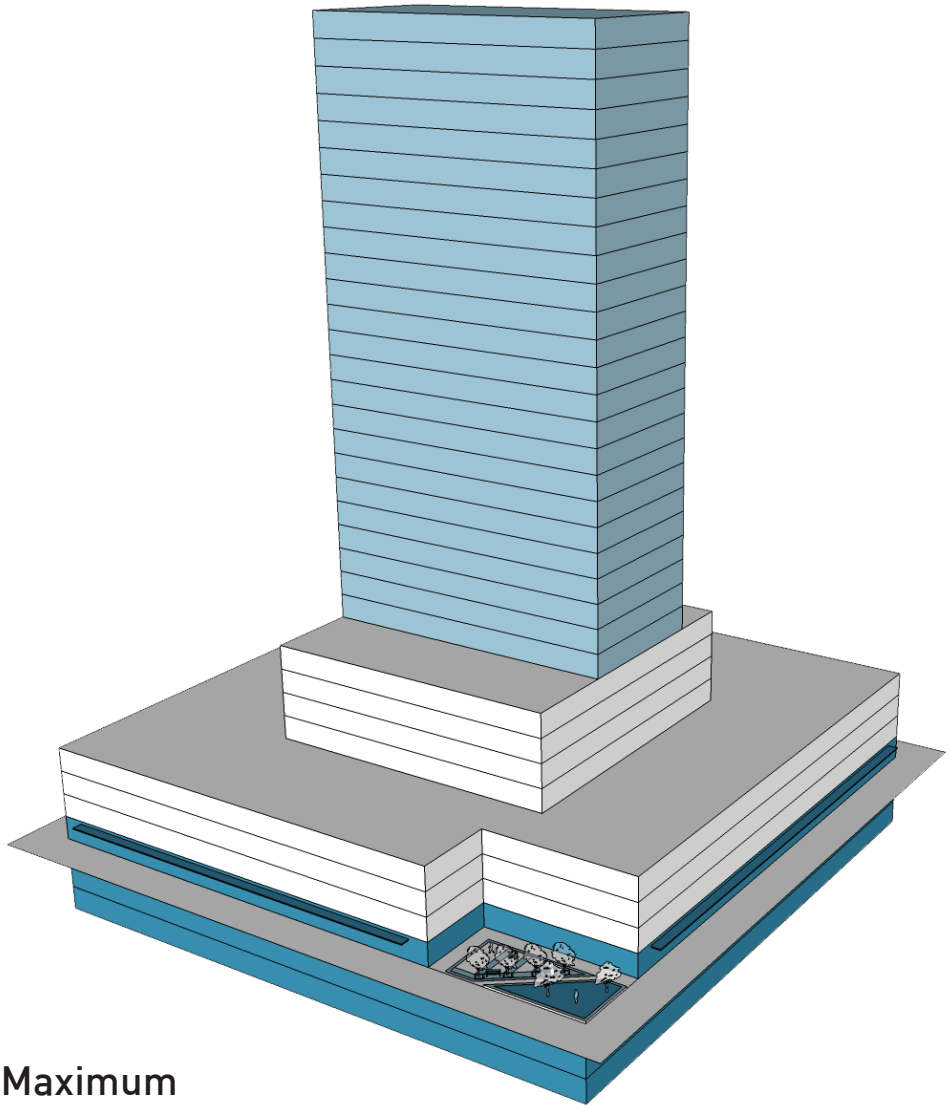
FAR Amenity Incentive System - An incentive system that establishes a basic and maximum development capacity through the provision of amenities that are essential to the creation of a successful urban environment.

Types of incentives:

- Pedestrian oriented frontage
- Public Plaza
- Art
- Below grade parking
- Marquee, awning, canopy
- Specific services



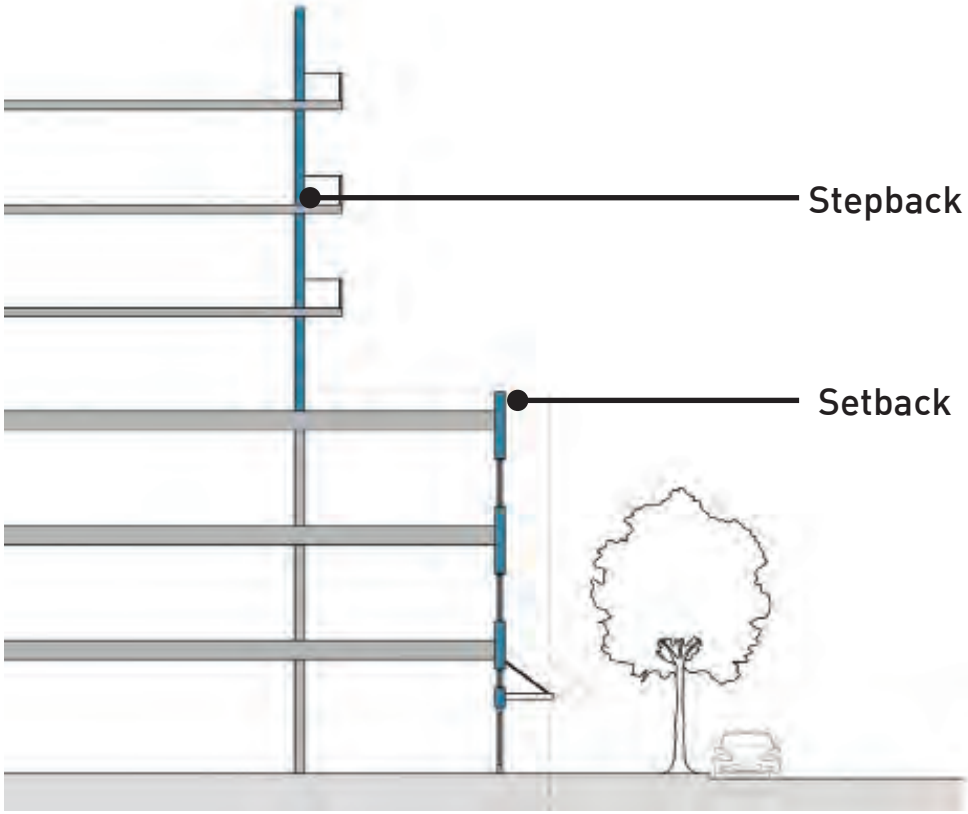
Basic

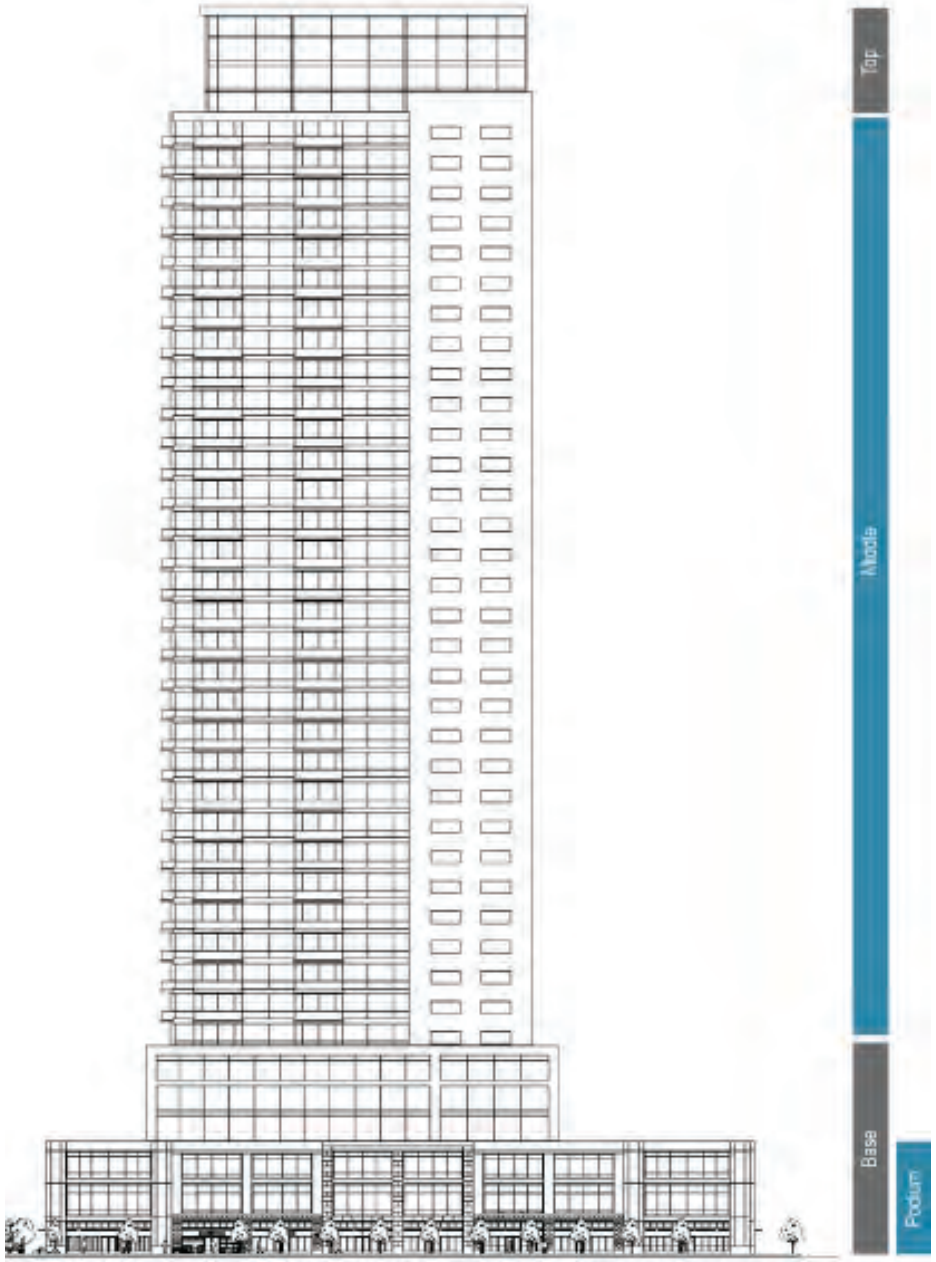


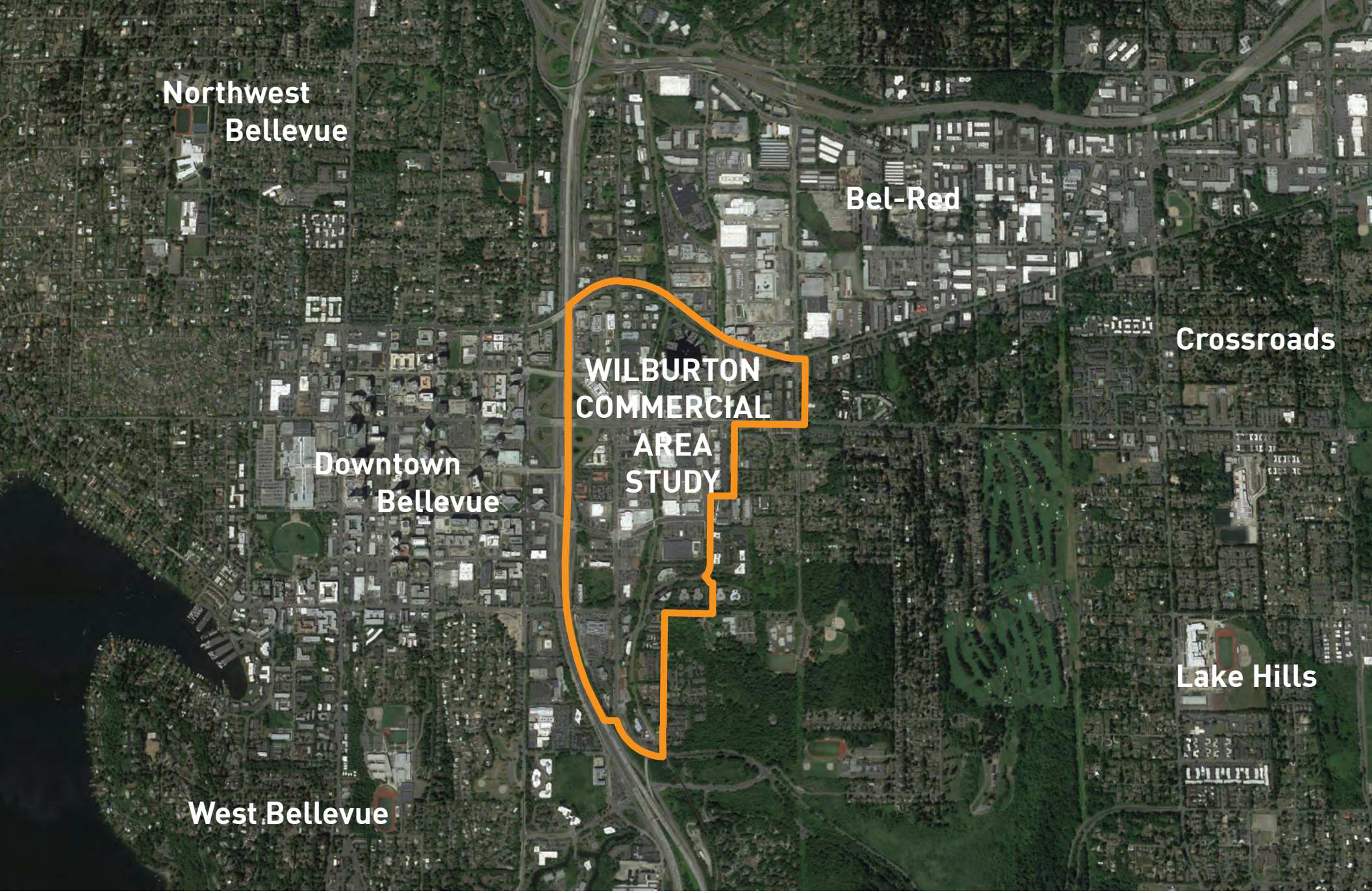
Maximum

What are the elements that influence building height, form, and density?

Design Requirements and Guidelines







WILBURTON COMMERCIAL AREA STUDY, BELLEVUE, WA
~330 ACRES

STUDY AREA

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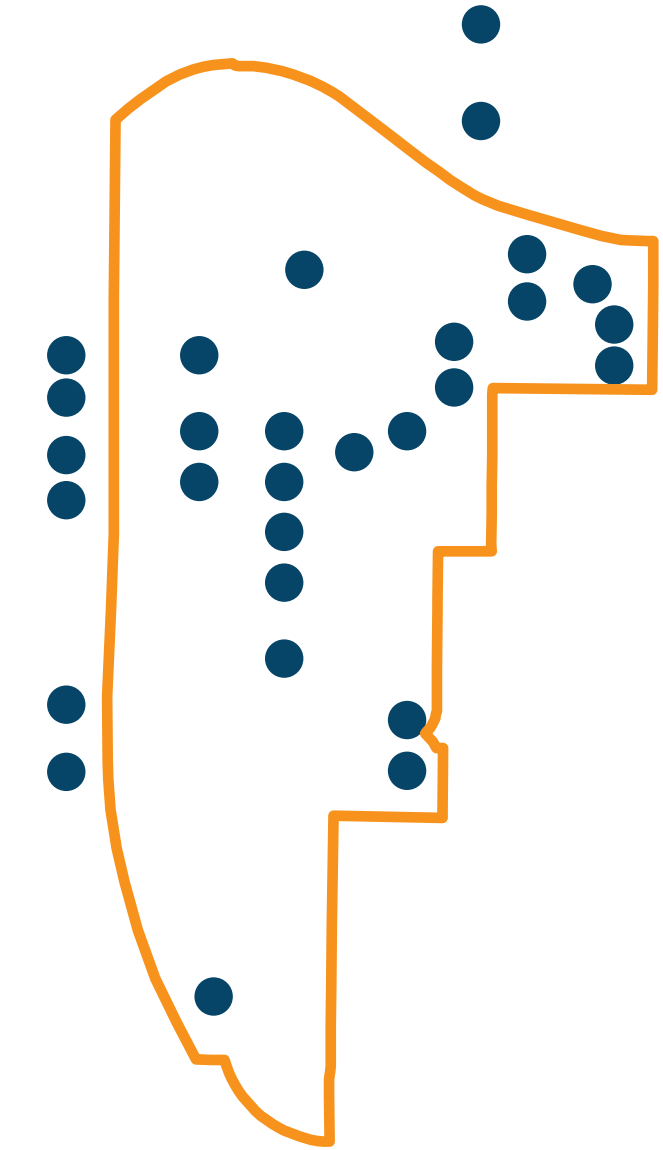
Overview



● Property Owner in Attendance

Property Owner Panel / Stakeholders Meetings

25 participants (property owners, legal representaives)

2 - Half-day sessions
Thursday, Januay 5th (5pm - 8 pm)
Friday, Januray 6th (8am - noon)

Purpose / Approach
General discussion intended to address:

- Long-term vision for the Wilburton-Commercial Area
- Example case studies
- What the measure of success might look like
- How public investments may influence positive outcomes
- How the regulatory review process may change to help encourage new development?
- Next steps; what can be done to encourage change in the Wilburton-Commercial Area?

The Wilburton commerial area has been described as *"Bellevue's next urban neighborhood."* When you hear this, what comes to mind?

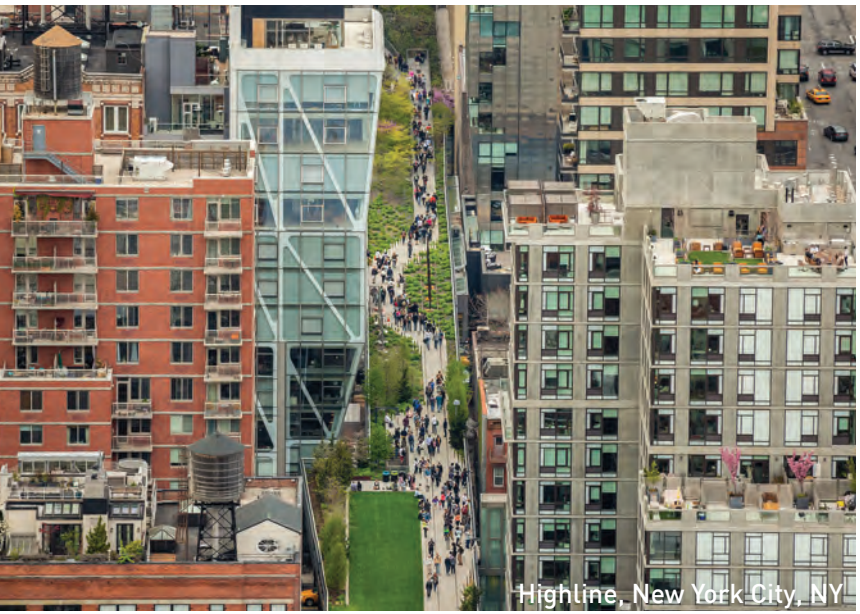
ERC Open House

Comments

- Exciting, interesting, vibrant
- Dense, multi-use
- Transit-oriented
- Live/work/play options
- Extension of downtown
  - Same as downtown
  - Alternative to downtown (not chain food and retail)
- Build for future uses (flexibility)
- Safety in leftover spaces (remnant spaces created as a result of new light rail infrastructure)
- Walkable pedestrian zone
- Connectivity
- Special place at nexus of ERC, GC, light rail
- Maintain authenticity

When you think of this area in the next 15-20 years, what other example 'places' come to mind as possible models?

Cherry Creek, Denver, CO - Arts Festival


Highline, New York City, NY

Comments

- Vancouver, B.C.
- San Antonio Riverwalk, San Antonio, TX
- South Lake Union, Seattle, WA
- Cherry Creek, Denver, CO
- LODO, Denver, CO
- Kensingston, London, England
- Highline, NYC, NY
- Olympic Sculpure Park
- LA TOD Project
- Spring District, Bellevue, WA
- Michigan Avenue, Chicago, IL

What will success look like to you when the visioning / planning process is complete?

Comments

- Speed in planning process
- Allow flexiblity of uses
- Code should encourage development
- Prefer a form-based code / performance-based approach
- Streamlined, predictable process
- Wedding cake approach - downtown as most dense area, stepping down
- Future zoning to include:
  - Lower parking requirements
  - Allow above grade parking
  - Increased allowable height/FAR
  - Remove housing from FAR
  - No 100% retail at ground level
  - Reduce number of bonues
  - No Low Impact Development (LID) standards

What is your perspective on major public investments planned for the Wilburton-Commercial Area (Sound Transit, light rail, East Rail Connection (ERC), streets, Grand Connection)?

Comments

- Unique opportunity to create a special place
- Design for people (happiness/health)
- Lake Bellevue as possible open space network
- Expand the street grid
  - 6th Street extension
  - 2nd Ave. extension
- Grand Connection
  - LID Option (pros/cons)
  - Public space at terminus
  - Linear design feature (i.e Highline, NYC)
  - GC as major placemaking element
- ERC
  - Key design feature
  - Linkages to neighborhood
  - Street intersection conflicts
  - Future light rail corridor?
- Light Rail
  - Station location - central design feature
  - Pedestrian connections to T2, healthcare, tech centers

From a city regulatory perspective (land use, zoning, FAR and development standards), what changes may need to be made in order for you to realize your vision?

Lake Bellevue

Comments

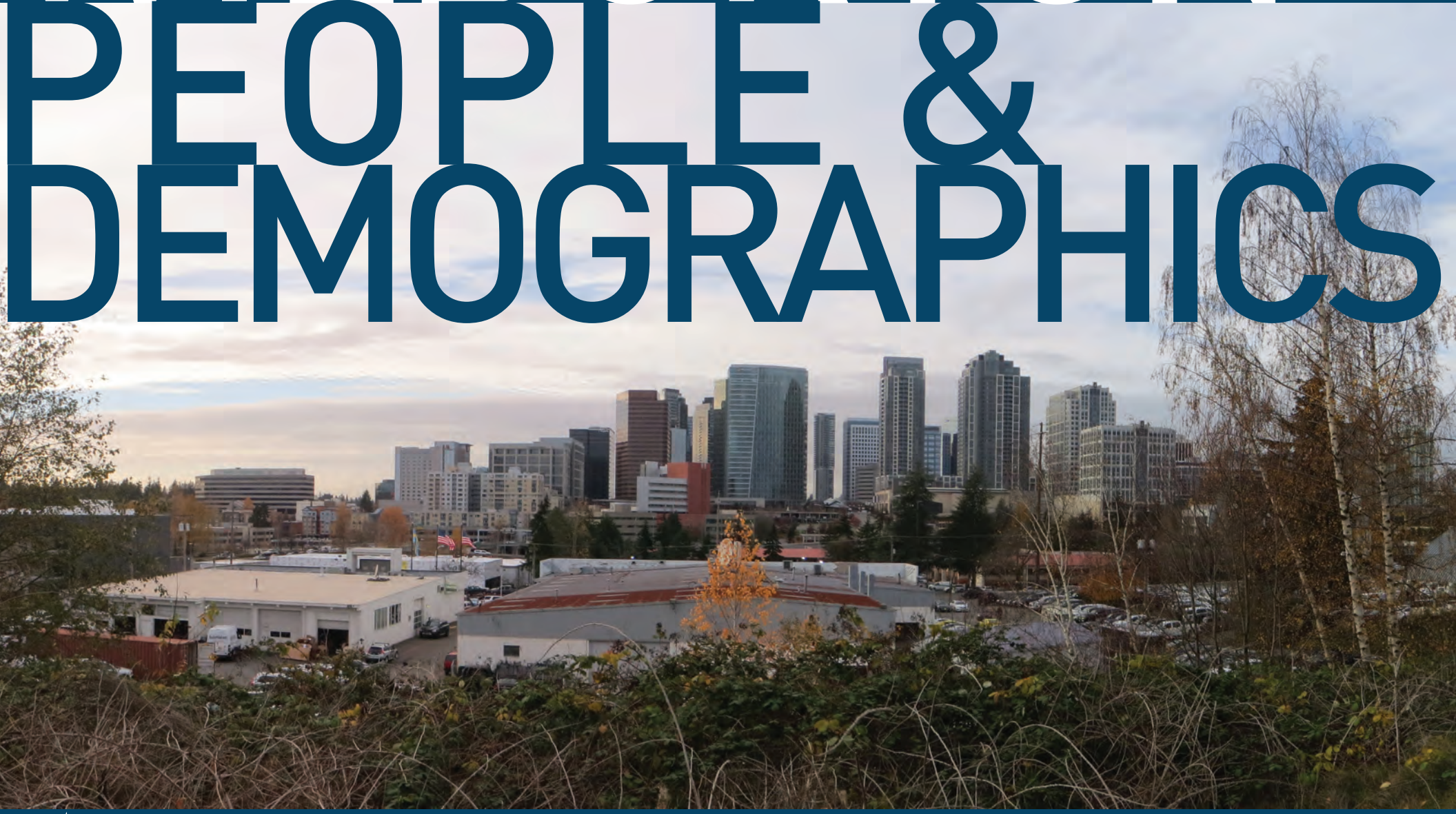
- Existing TOD standards are too restrictive
- ULI tech sub-district is good: should be an extension of Spring District
- Bel-Red plan was very good, but zoning is not right for Wilburton; need more flexiblity
- T2-Zoning should be comparable to downtown
  - Wilburton should be lower height, similar density
  - Zoning should differ east vs. west of ERC
  - Less dense east of ERC as transition to single family
  - Lower residential parking requirements
  - Height/FAR regulations not compatible
- Spring District density did not evolve as planned
- Form-based code or hybrid
  - Maintain existing permitted use code
  - Supplemented w/ FBC
- Wilburton needs to be exempt of Low Impact Development rule
- Public open space must be built to city park standards

As a property owner (and stakeholder), what suggestions might you offer to the City to help encourage positive change in the Wilburton commerical area?

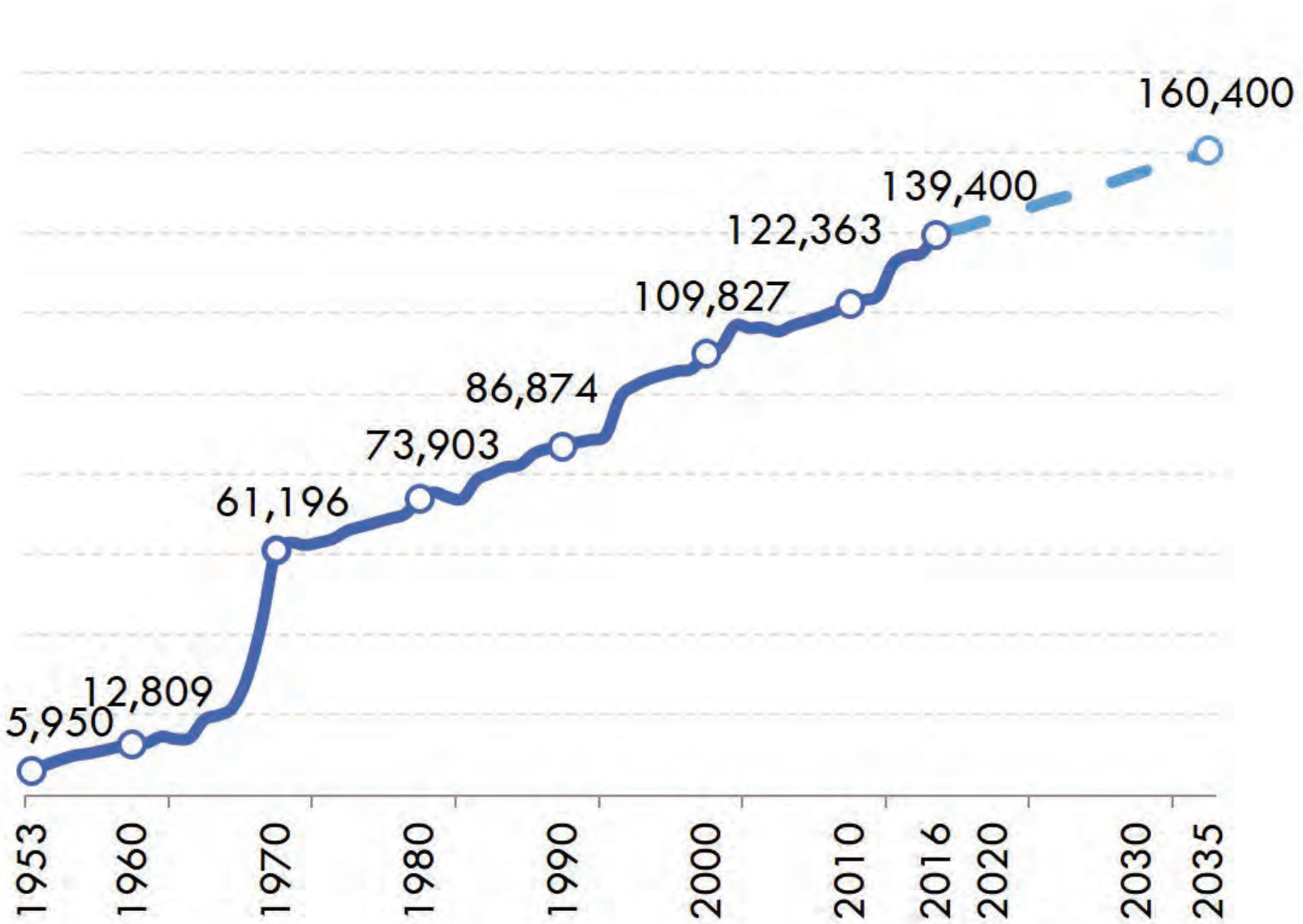
Comment

- Flexibility will encourage development
- Upzone should be attractive enough to make owners sell/develop
- Process should be streamlined and predictable
- Keep being forward thinking

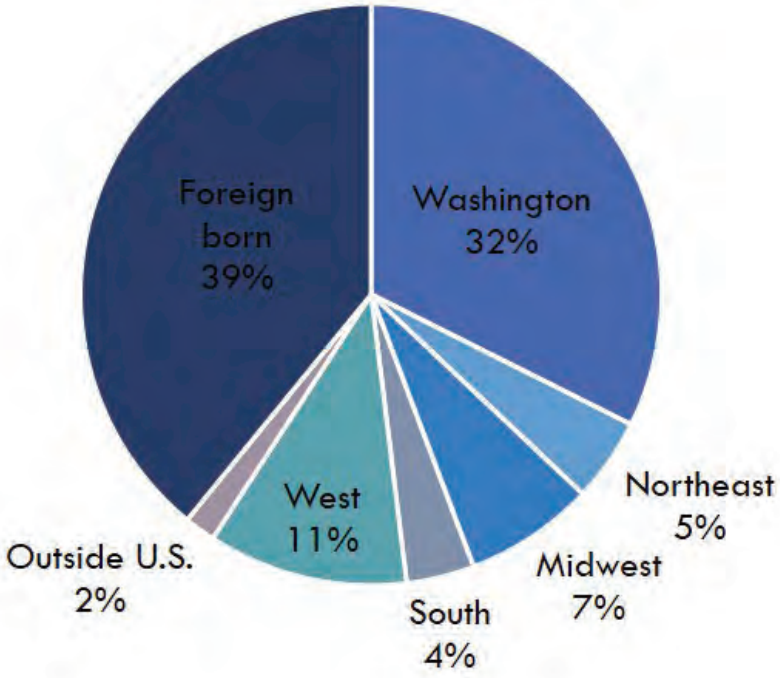
WILBURTON
PEOPLE & DEMOGRAPHICS

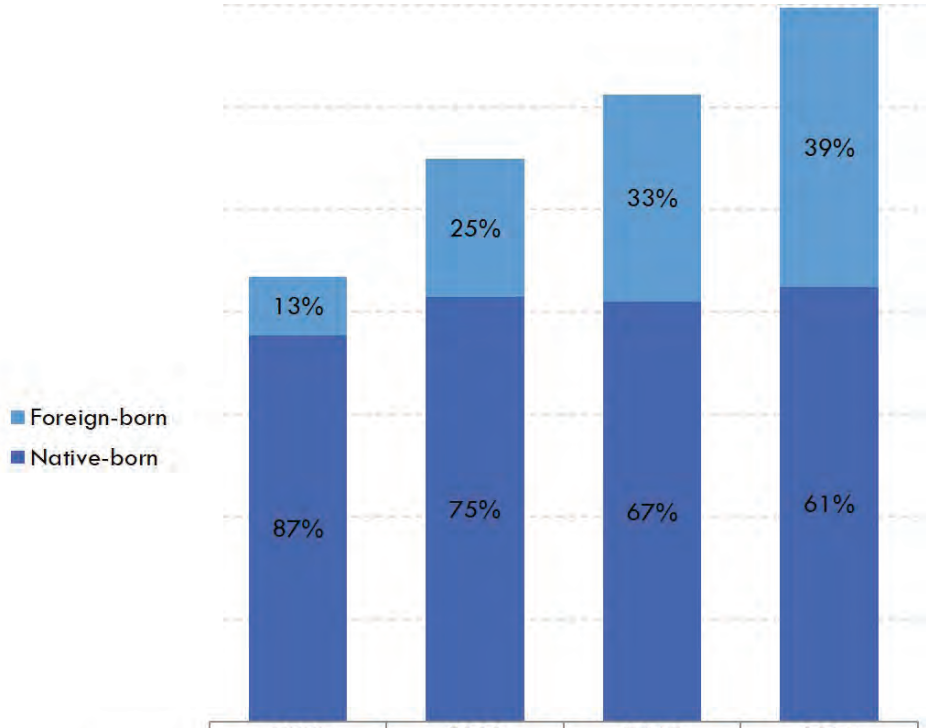


Bellevue Population and Forecast



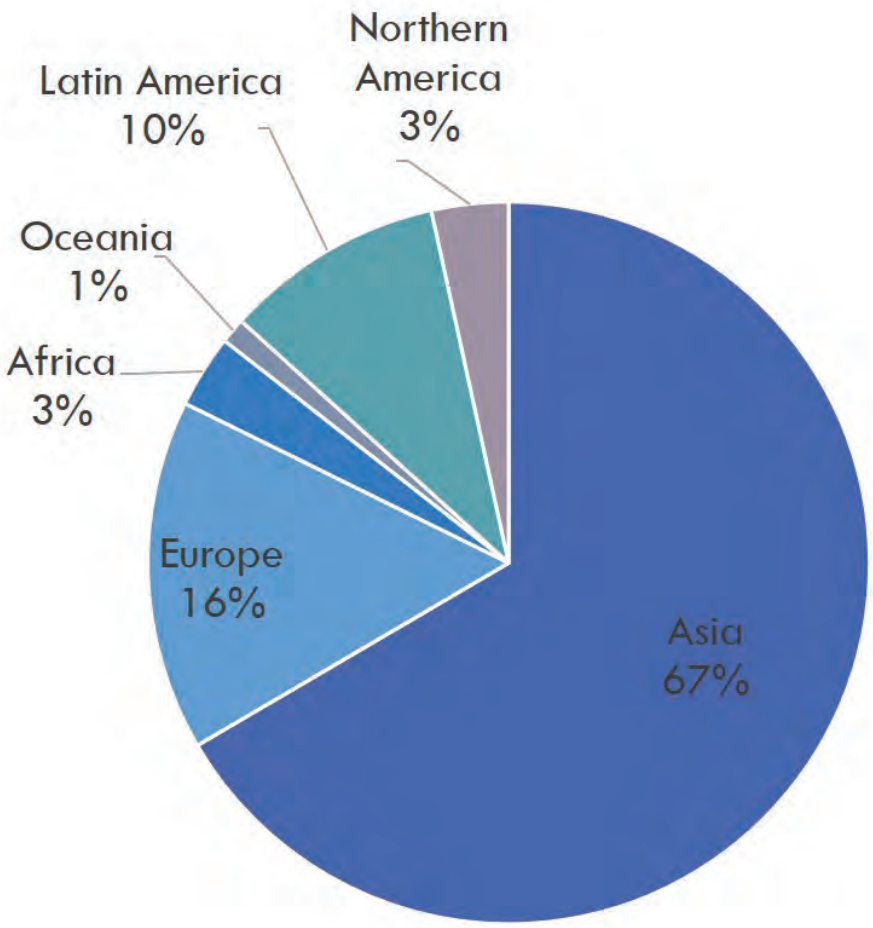
Native and Foreign Born

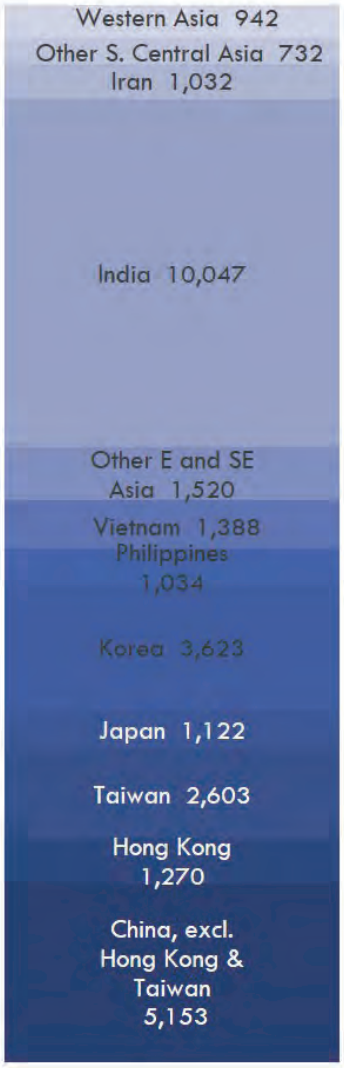




	1990	2000	2010	2015
Foreign-born	11,554	26,908	40,380	54,505
Native-born	75,320	82,919	81,983	84,895

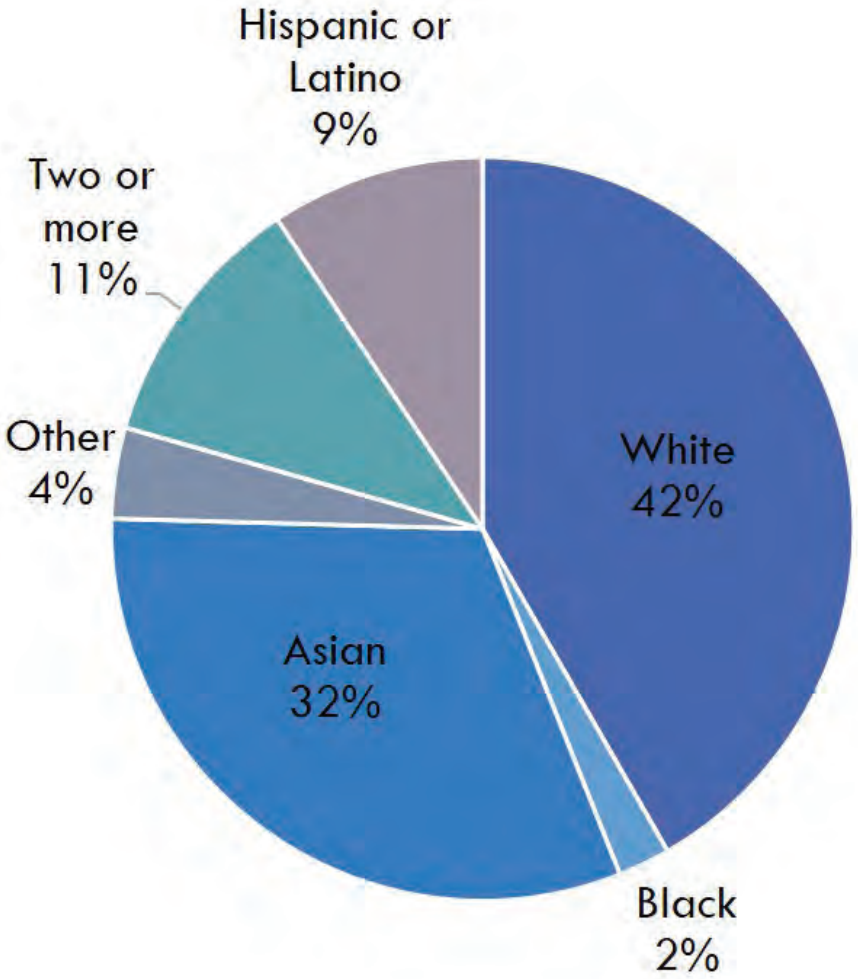
Countries of Origin



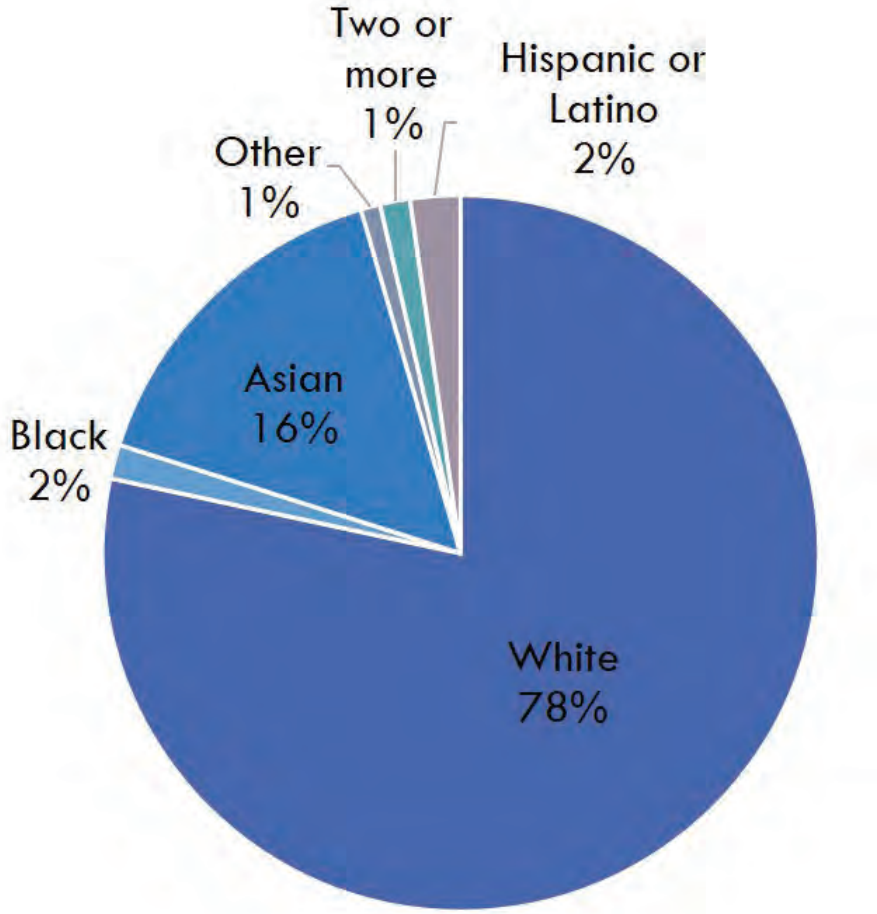


Shifting Demographics

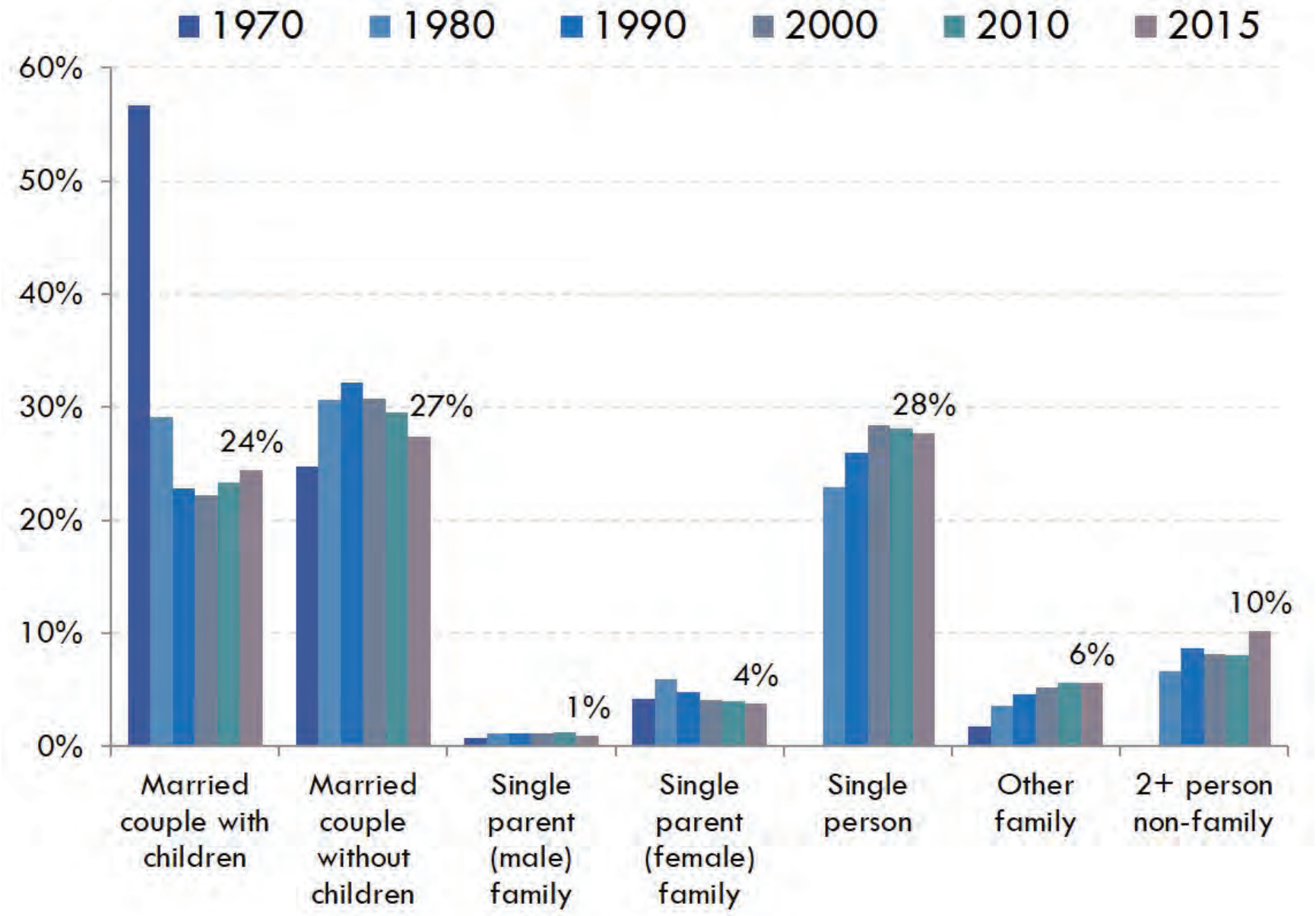
Race/Ethnicity of Bellevue's Population Under 18 Years, 2015

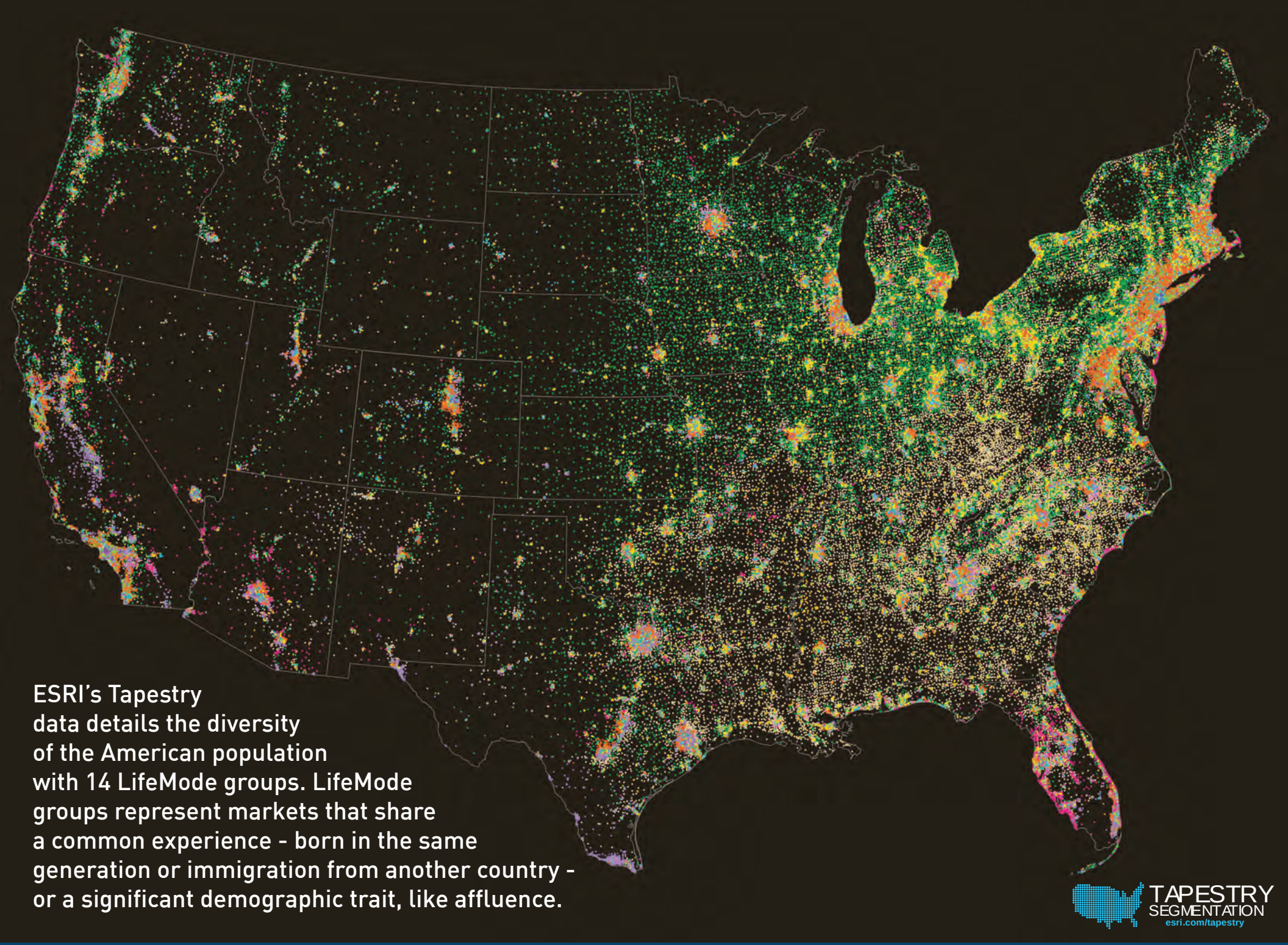


Race/Ethnicity of Bellevue's Population 65 Years Plus, 2015



Household Composition





PEOPLE & DEMOGRAPHICS

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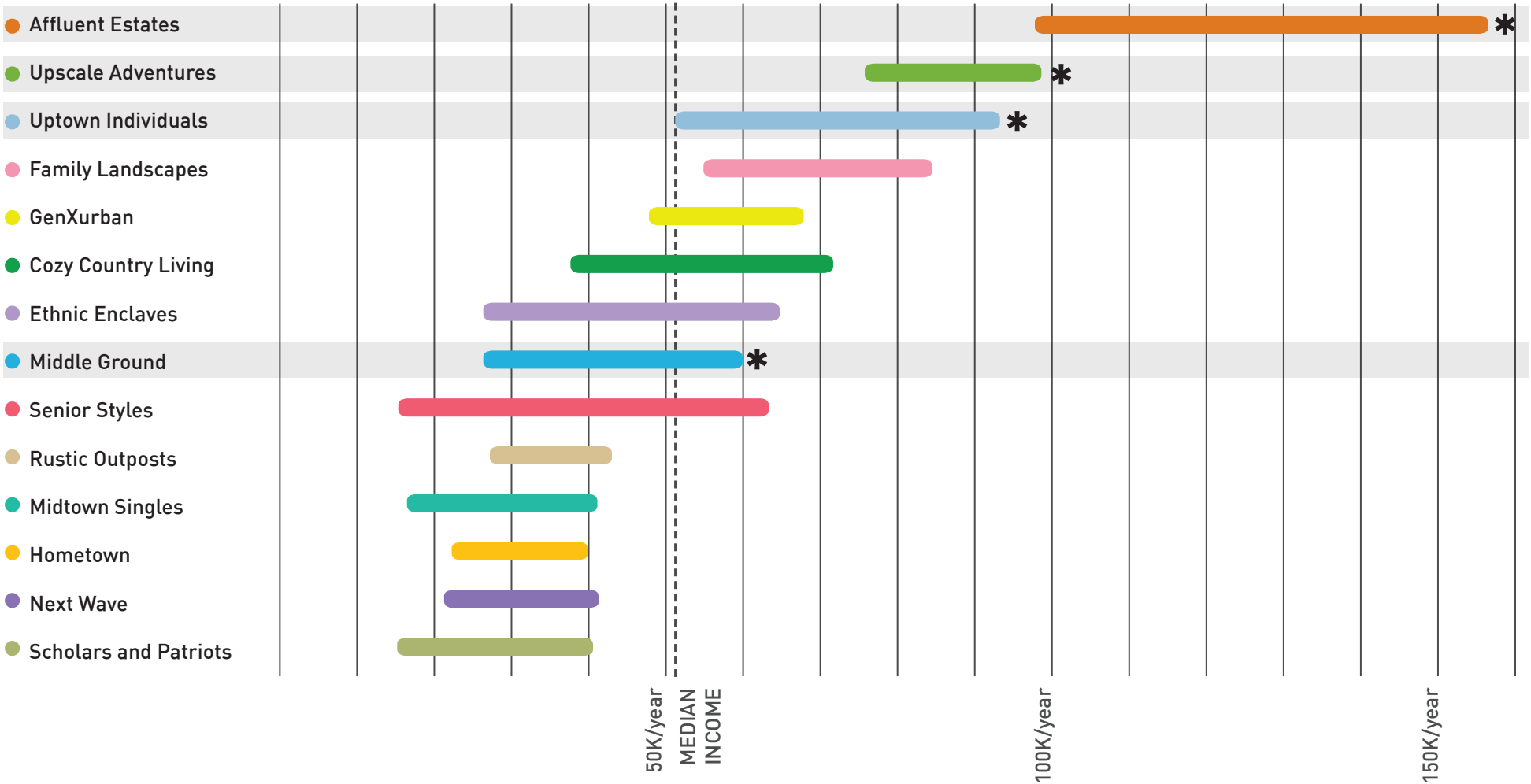
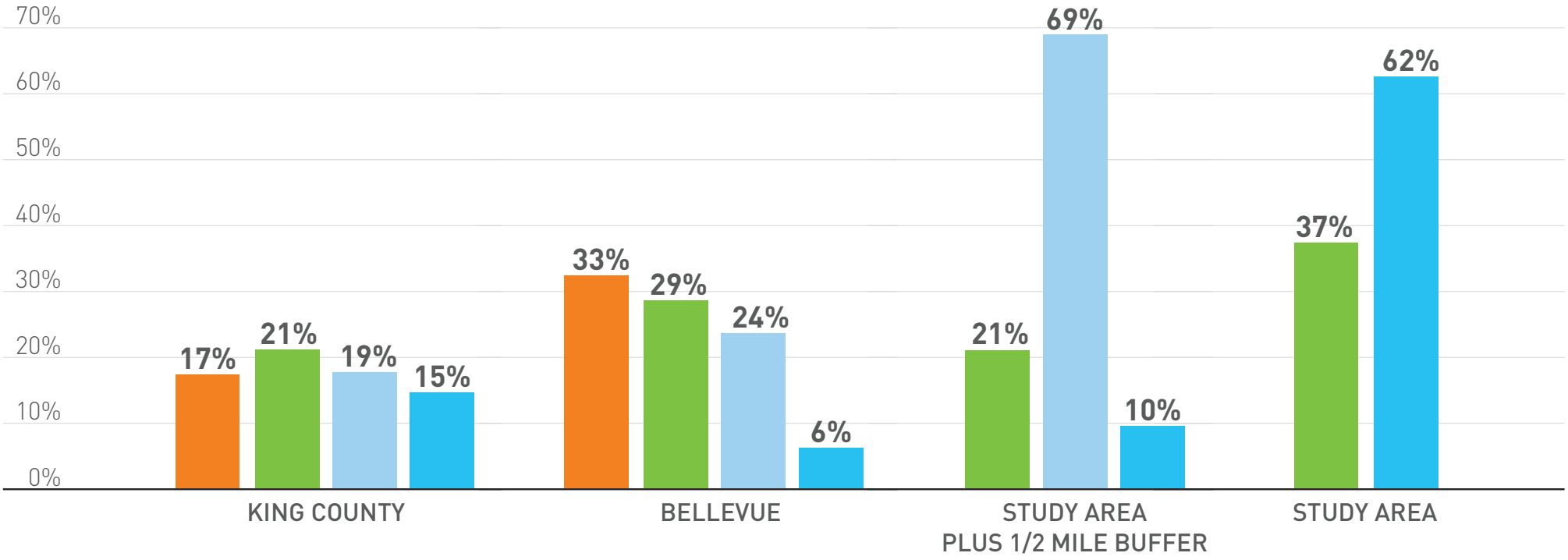
LifeMode Groups



DATA SOURCES: ESRI'S Tapestry data is informed by a variety of sources, including: US Census, American Community Survey, ESRI's demographic updates, Experian's Consumer View database, and consumer surveys such as the Survey of the American Consumer from GfK MRI.

* Bellevue is dominated by four major LifeMode groups



LifeMode 1: AFFLUENT ESTATES

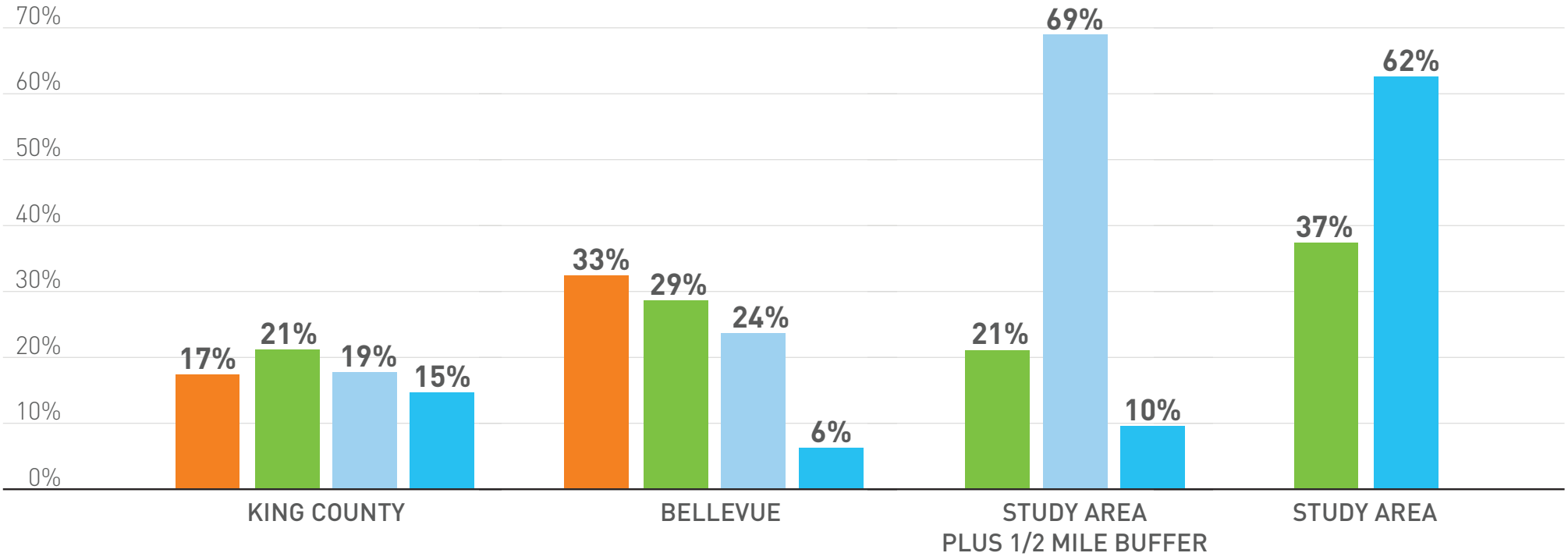
9.7% of all US households

- Established wealth -- educated, well traveled married couples
- Homeowners (~90%), with mortgages (70%)
- Married couples or families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

LifeMode 2: UPSCALE AVENUES

5.2% of all US households

- Prosperous married couples living in older suburban enclaves
- Ambitious and hard working
- Homeowners (70%) prefer denser, more urban settings with older homes andw a large share of townhomes
- A more diverse population, primarily married couples, many with older children
- Active in fitness pursuits like bicycling, jogging, andaerobics



LifeMode 3: UPTOWN INDIVIDUALS

3.6%
of all US households

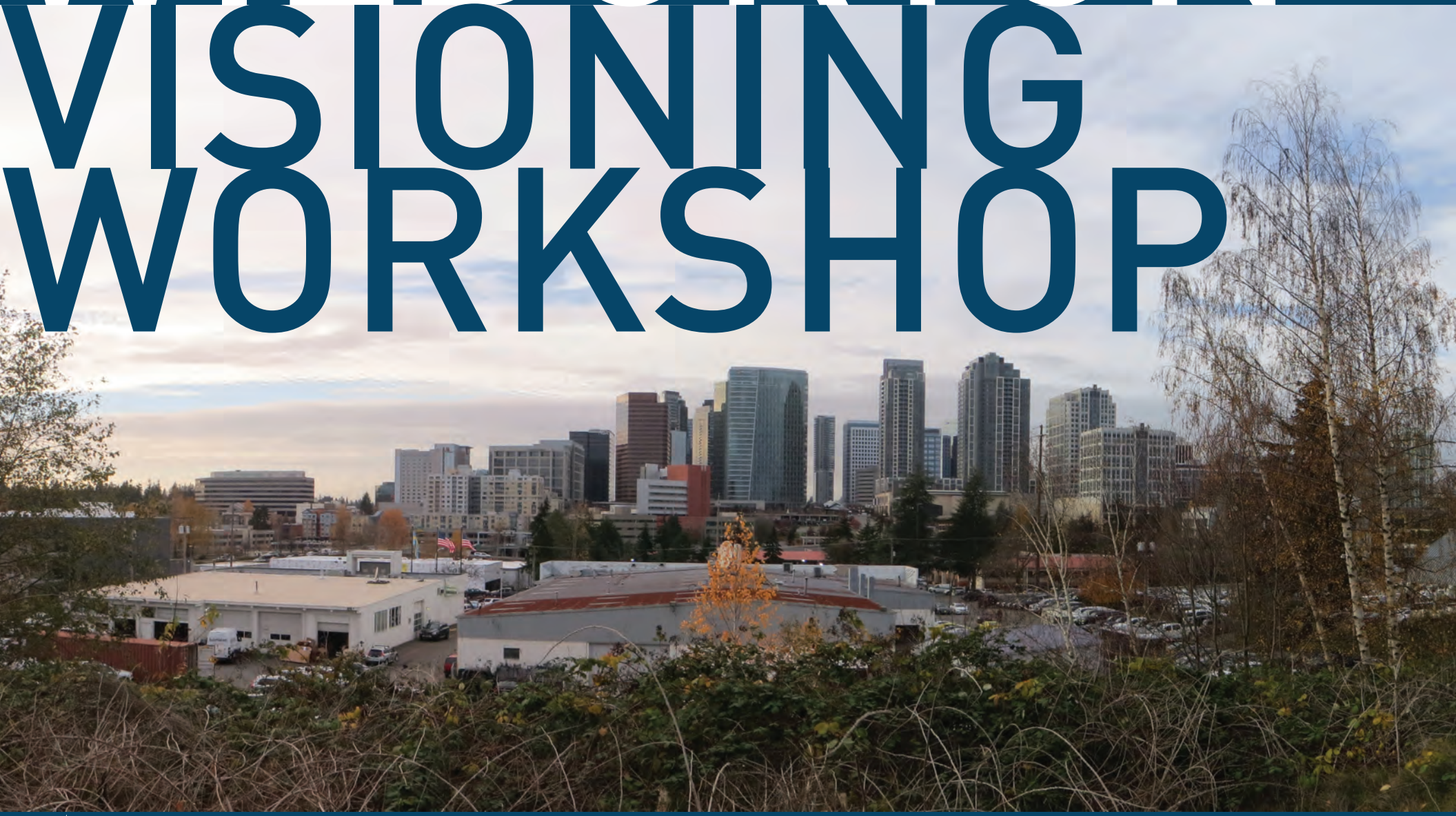
- Young, successful singles in the city
- Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership
- Partial to city life, high-rise apartments and uptown neighborhoods
- Prefer debit cards to credit cards, while paying down student loans
- Green and generous to environmental, cultural and political organizations; Internet dependent
- Adventurous and open to new experiences and places

LifeMode 8: MIDDLE GROUND

10.9%
of all US households

- Lifestyles of thirty-somethings
- Millennials in the middle: single/married, renter/homeowners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority of residents attended college or attained a college degree
- Online all the time: use the internet for entertainment, social media, shopping and news
- Leisure includes night life, going to the beach, some travel and hiking

WILBURTON VISIONING WORKSHOP



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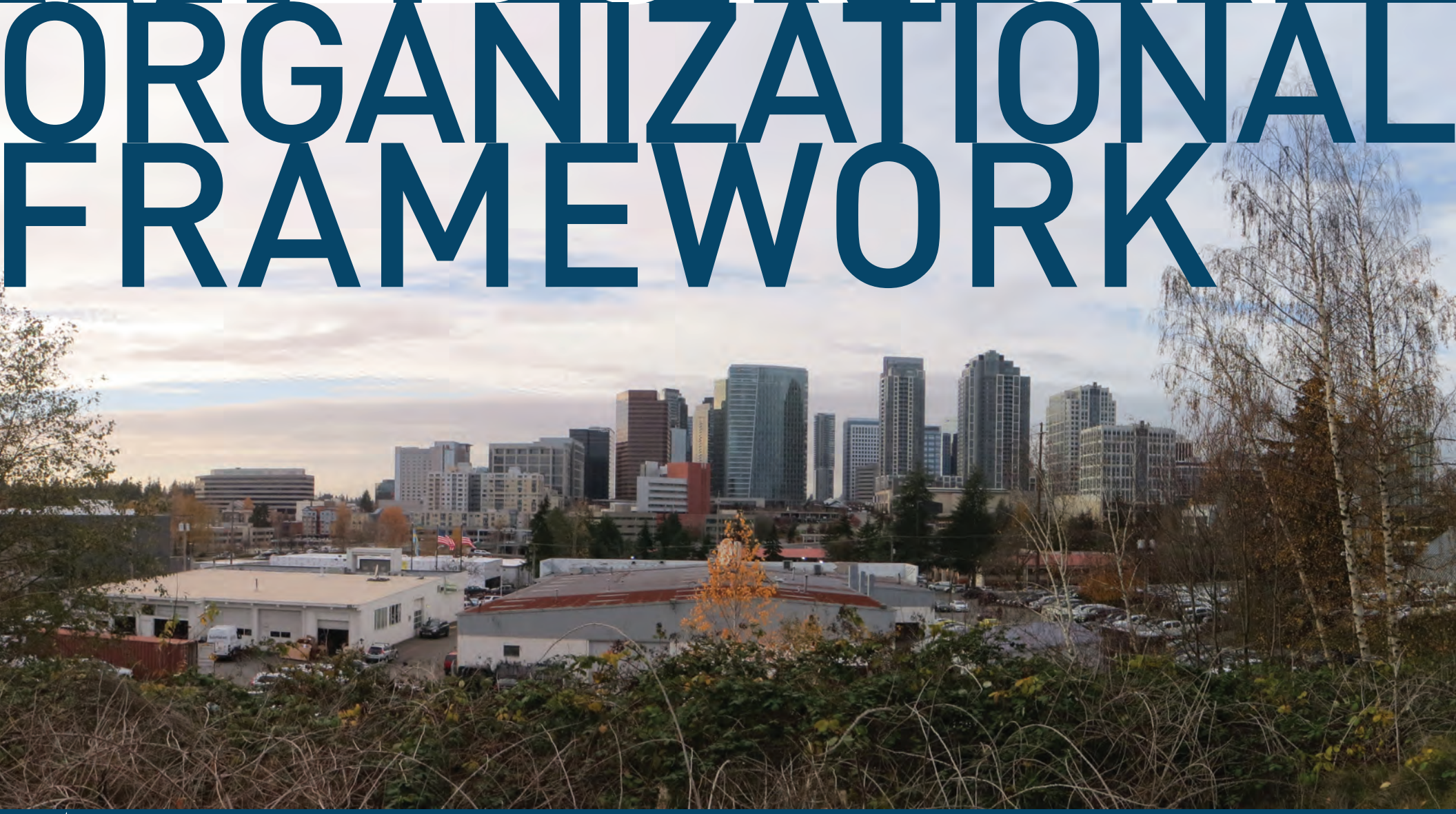
WILBURTON ORGANIZATIONAL FRAMEWORK



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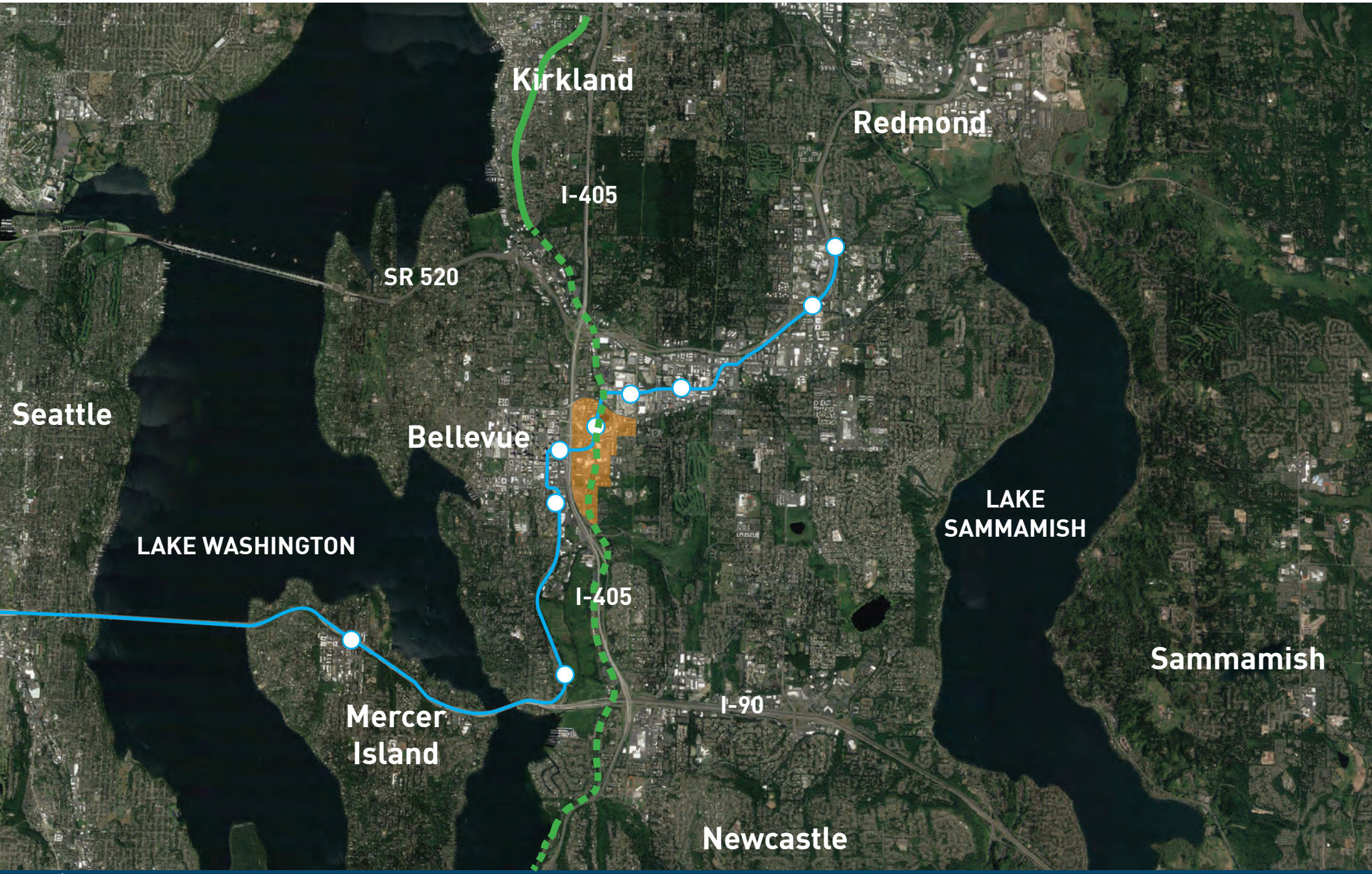
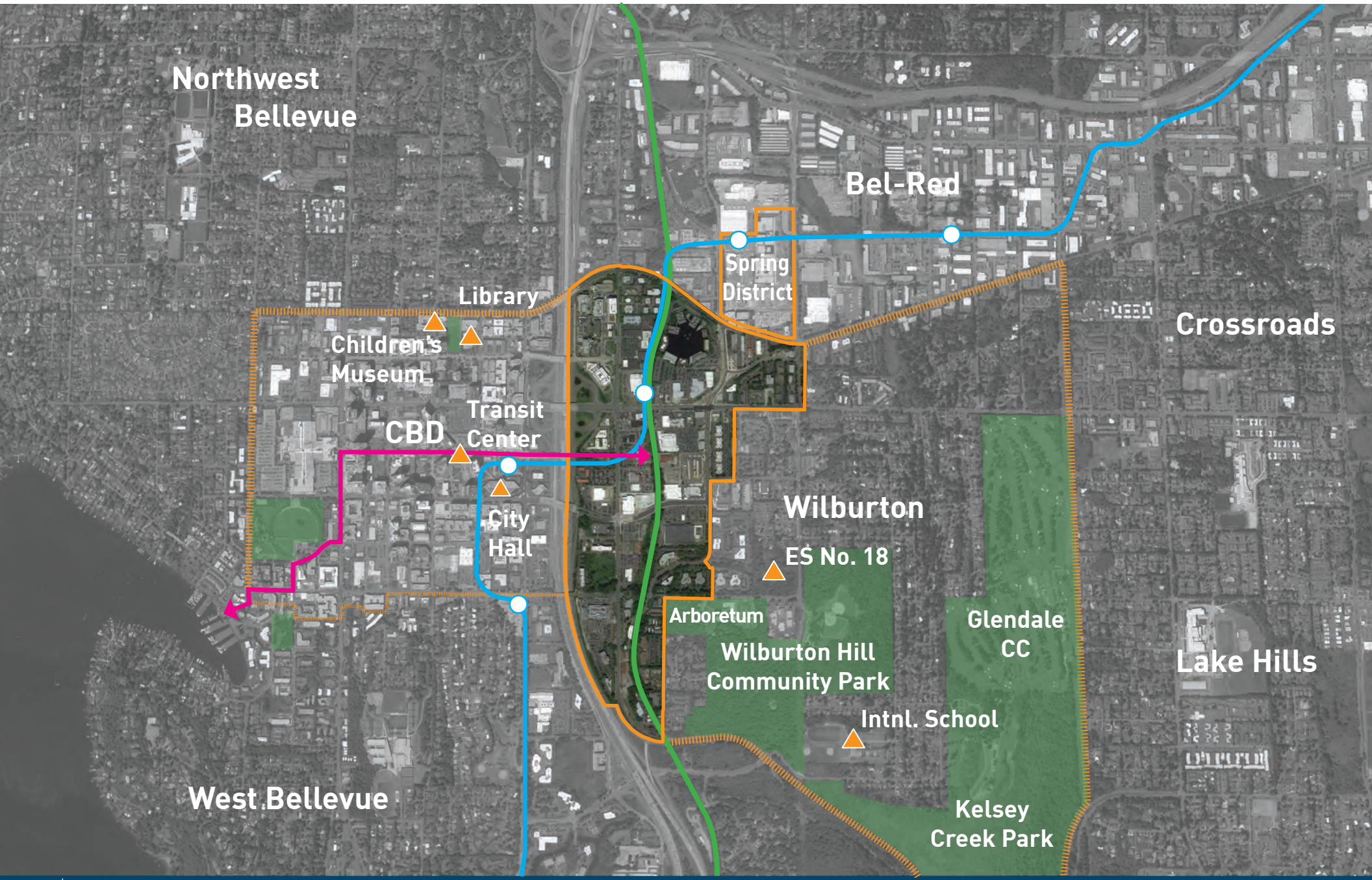
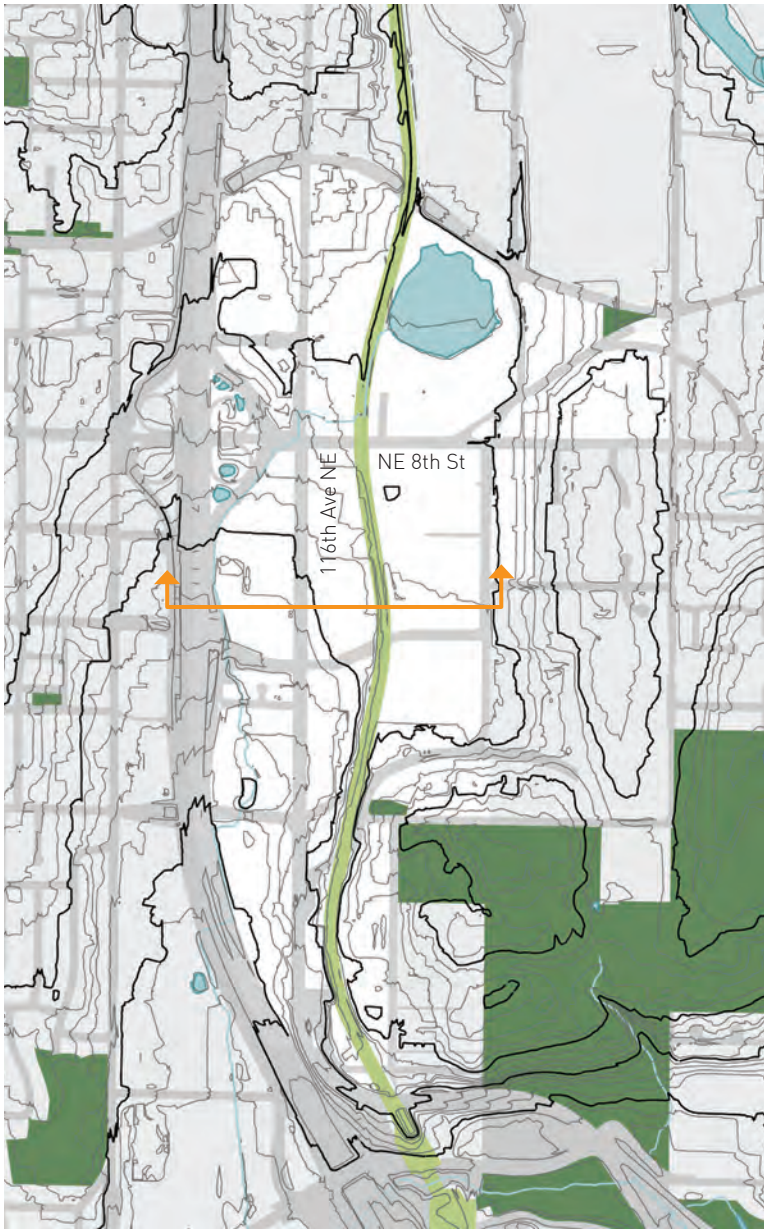
Regional Context



Study Area Influences

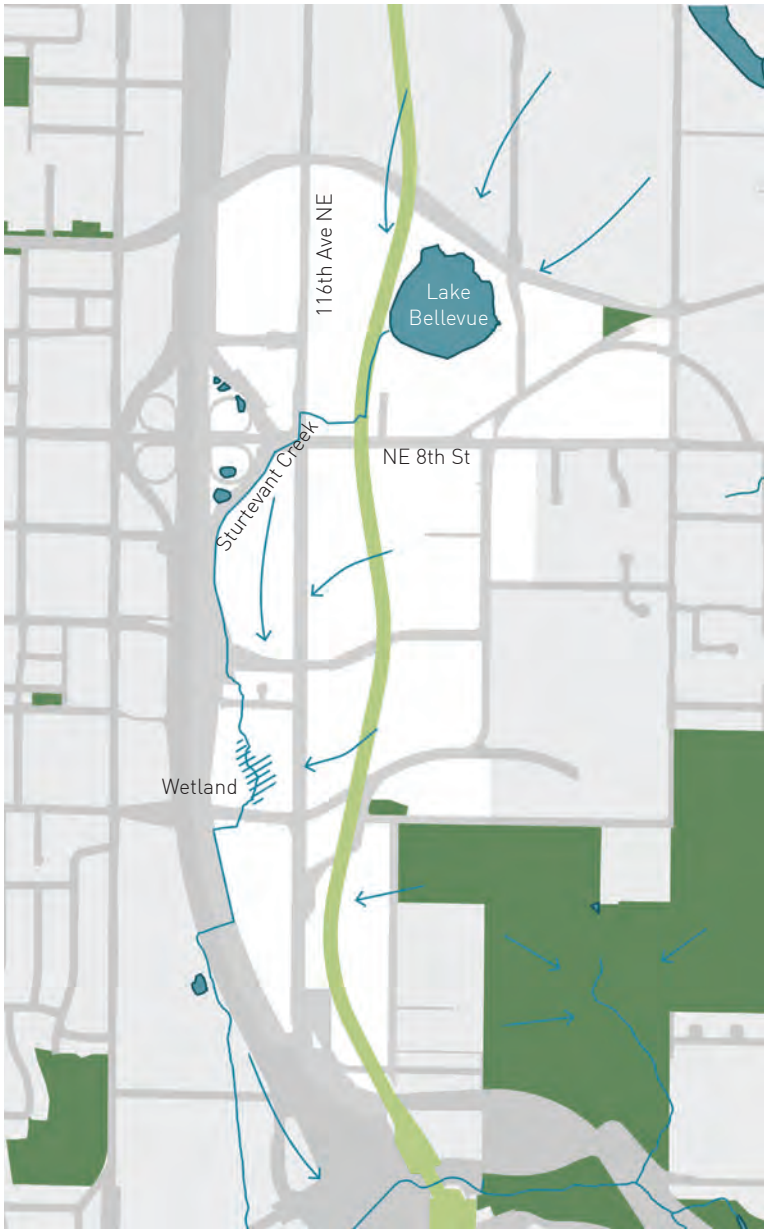


Natural Systems: Topography



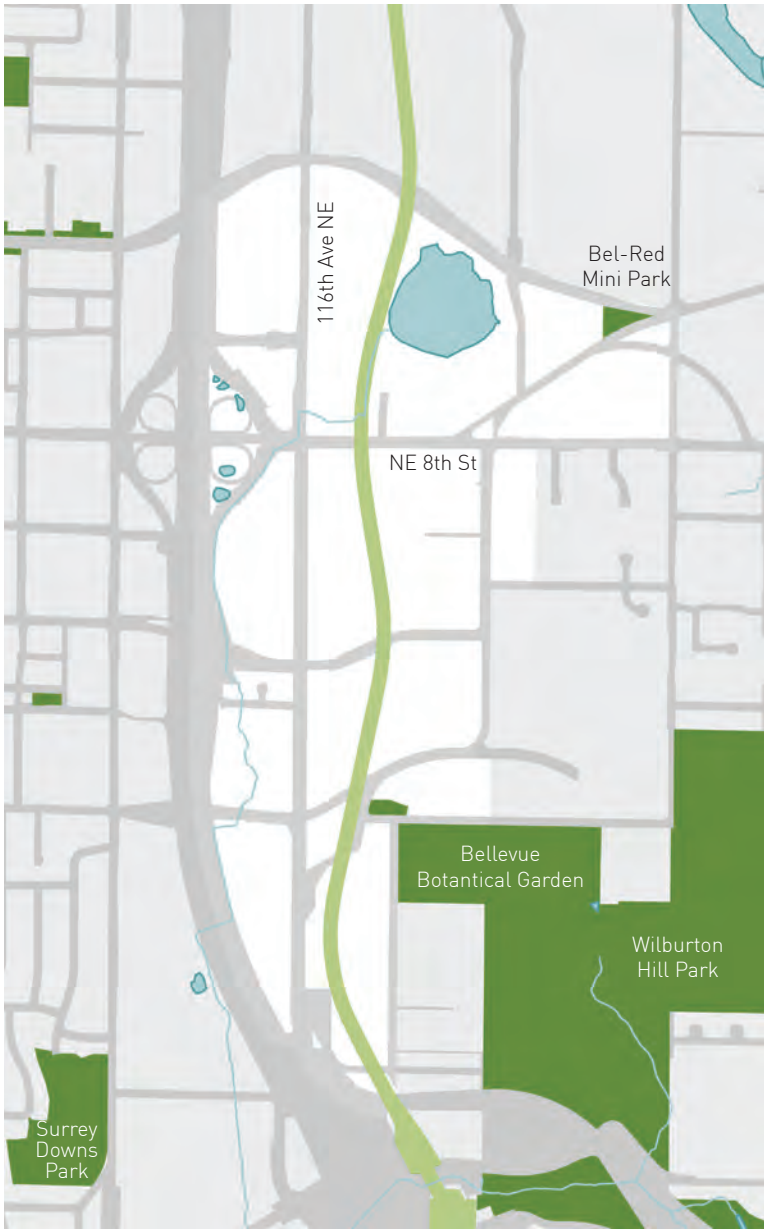
- There are minimal steep slopes in the area, the isolated steep slopes are located near the southwestern edge of Eastside Rail Corridor.
- The study areas generally slopes from east to west and north to south.

Natural Systems: Water Conveyance



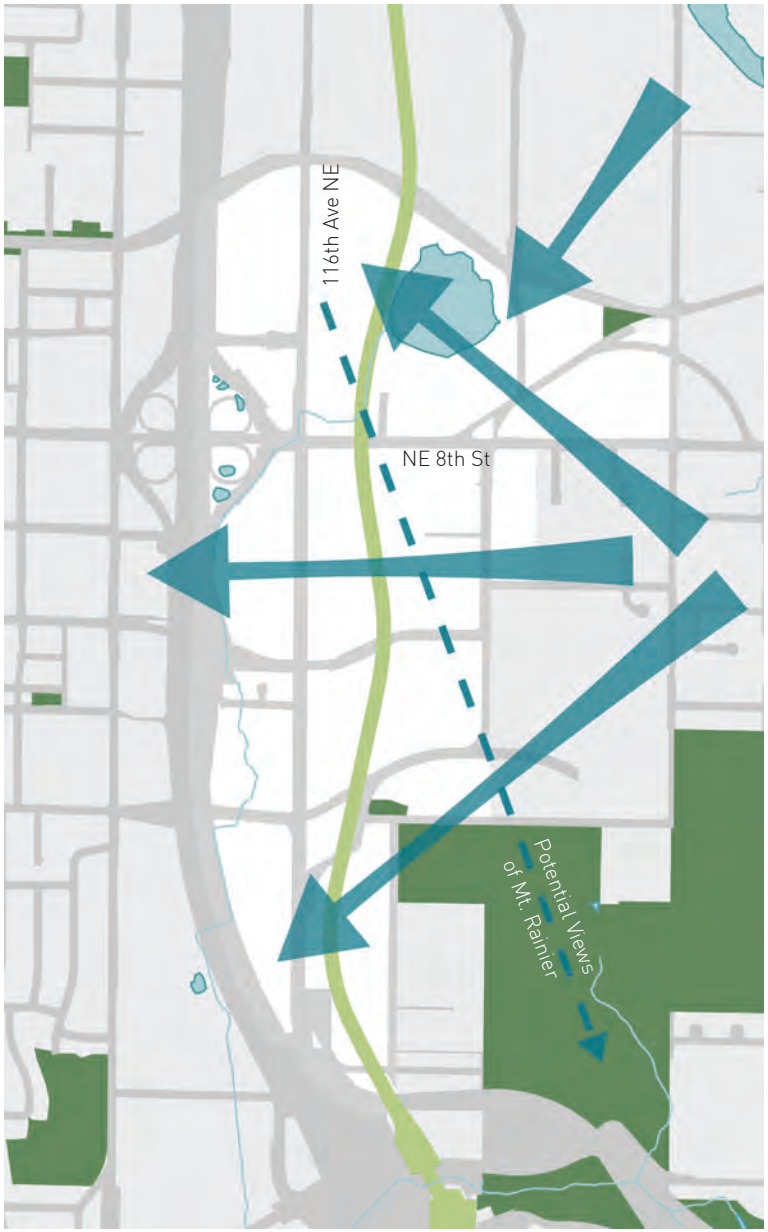
- Sturtevant Creek drains most of the planning area originating at Lake Bellevue.
- Due to significant urban development in its watershed, Lake Bellevue has low water quality stemming from runoff.

Natural Systems: Parks



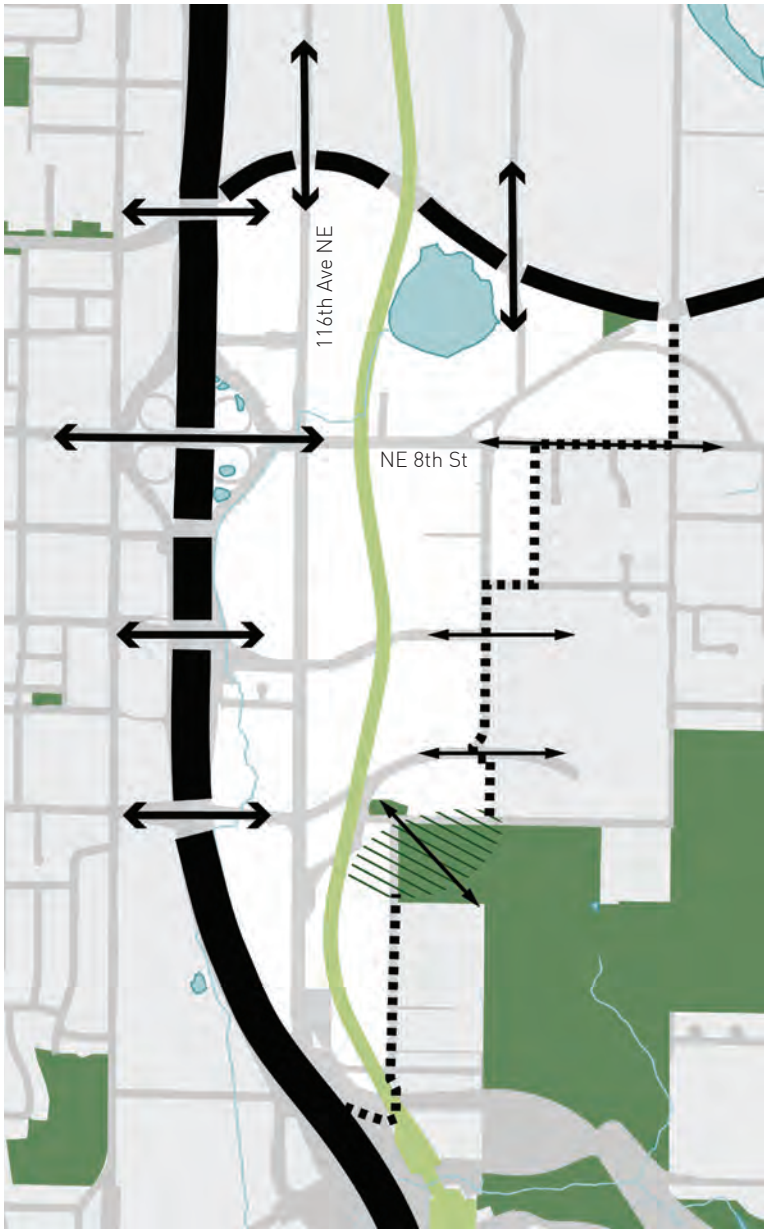
- Eastside Rail Corridor (ERC) extends from Renton to Snohomish.
- King County has developed a master plan for a major regional trail while preserving the opportunity to co-locate rail transit, utilities and non-motorized recreation.
- The Grand Connection is planned to connect downtown to the ERC.
- Southeast of the study area is the 105-acre Wilburton Hill Community Park which is home to the Bellevue Botanitcal Garden

Viewsheds



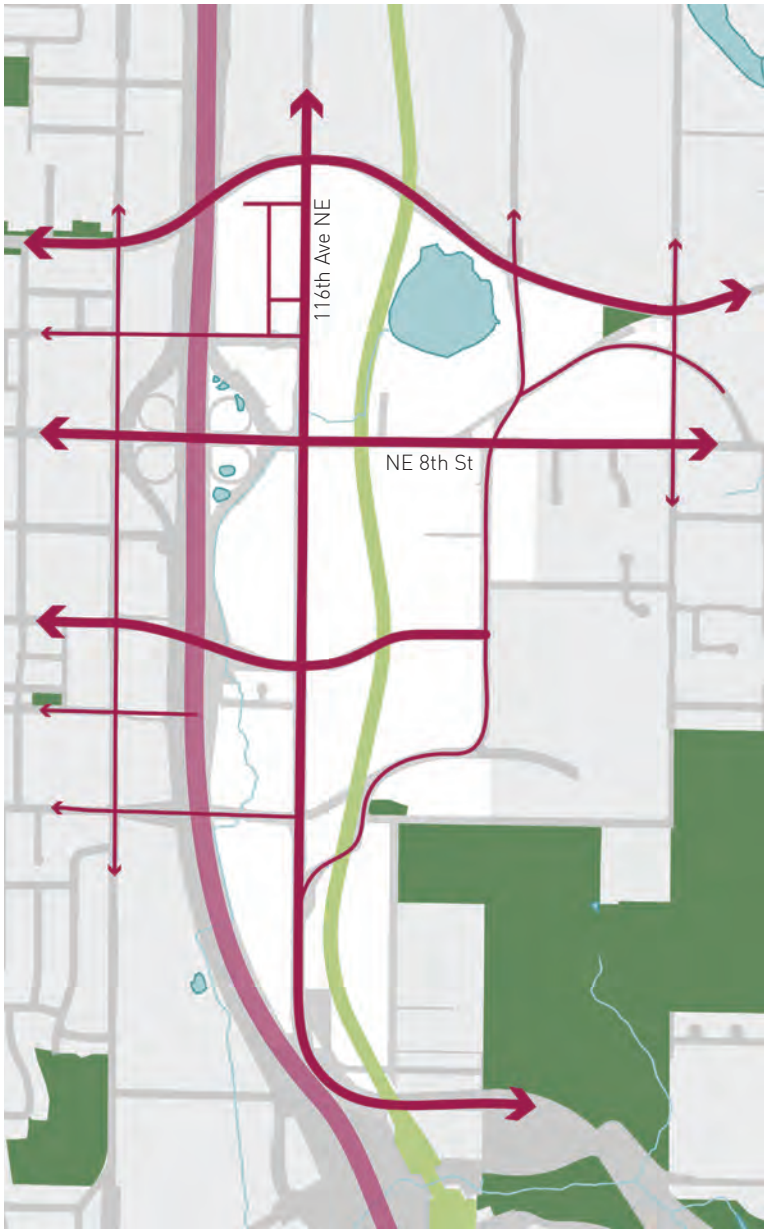
- Excellent veiws from Wilburton to downtown Bellevue

Edges & Connectivity



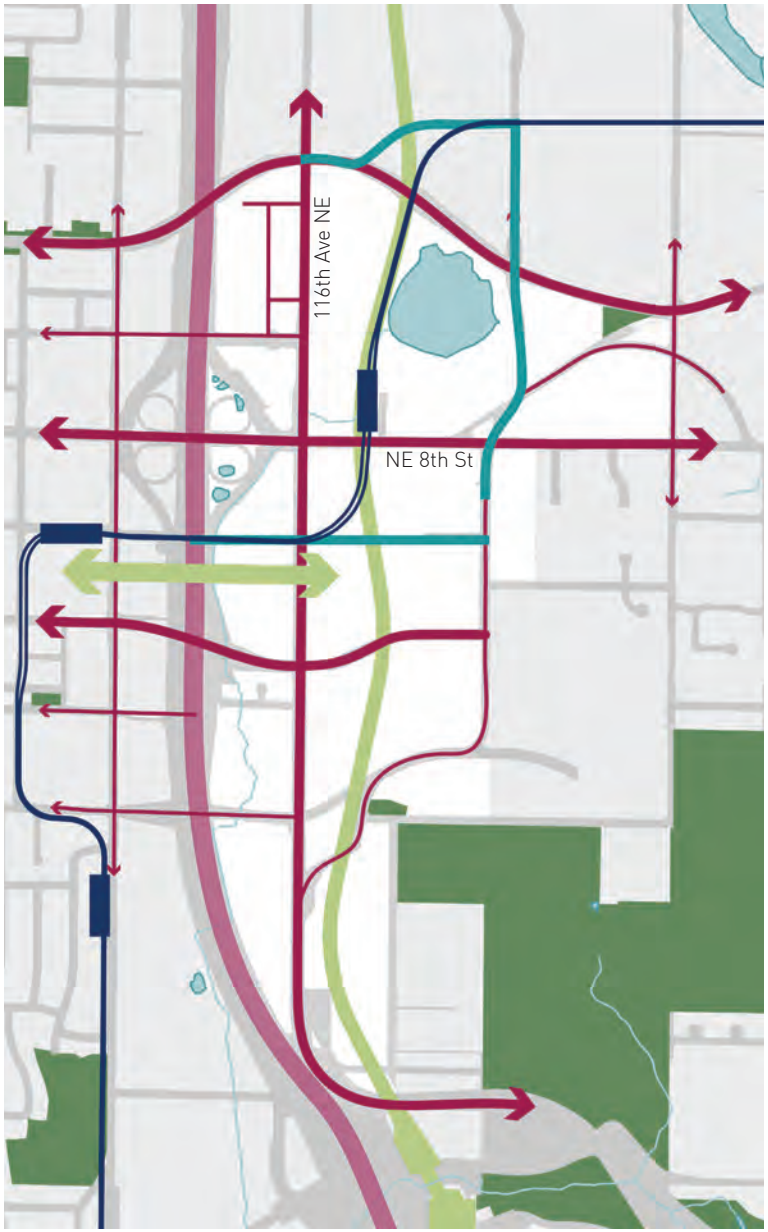
- Primary east-west vehicular connections are at NE 12th Street, NE 8th Street (I-405 access), NE 4th Street and Ne Bellvue-Redmond Rd.
- Primary north-south vehicular connections are at 116th Avenue NE and 120th Avenue NE (which connects via 116th Avenue NE).
- Rapid Ride B-Line carries passengers between downtown Bellevue and downtown Redmond.
- Additional bus routes include 226, 234/235, and 271
- Future light rail connection will be elevated throughout the study area including the station at NE 8th/ERC. Operations are expected to begin in 2023.

Existing Grid



- The study area is defined by large block sizes and high volume roads.
- NE 8th Street and 116th Avenue NE are the major arterials carrying more than 45,000 and 23,000 vehicles per weekday, respectively.
- NE 4th Street was completed in 2016.

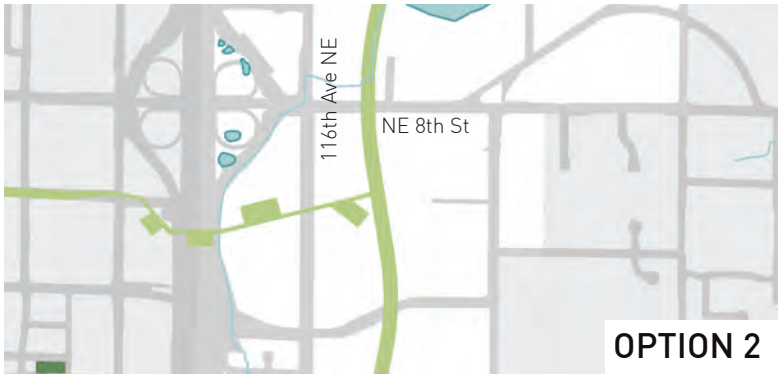
Grid: Planned Capital Improvements



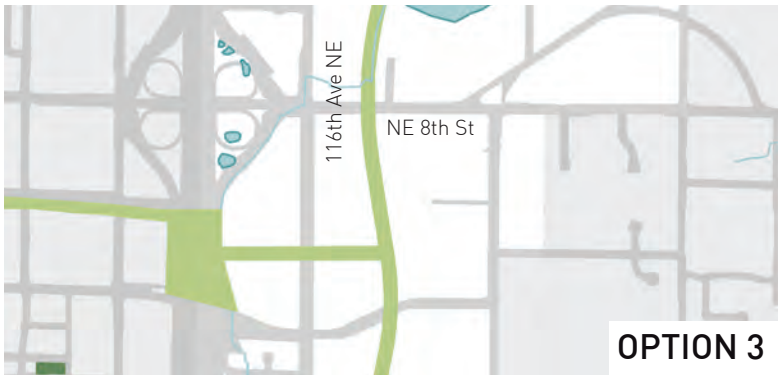
- An extension of NE 6th Street to 120th Avenue NE would be parallel to the planned Grand Connection and light rail.
- Improvements to 120th Avenue NE and Spring Boulevard north of the study area.

Grand Connection Options

OPTION 1



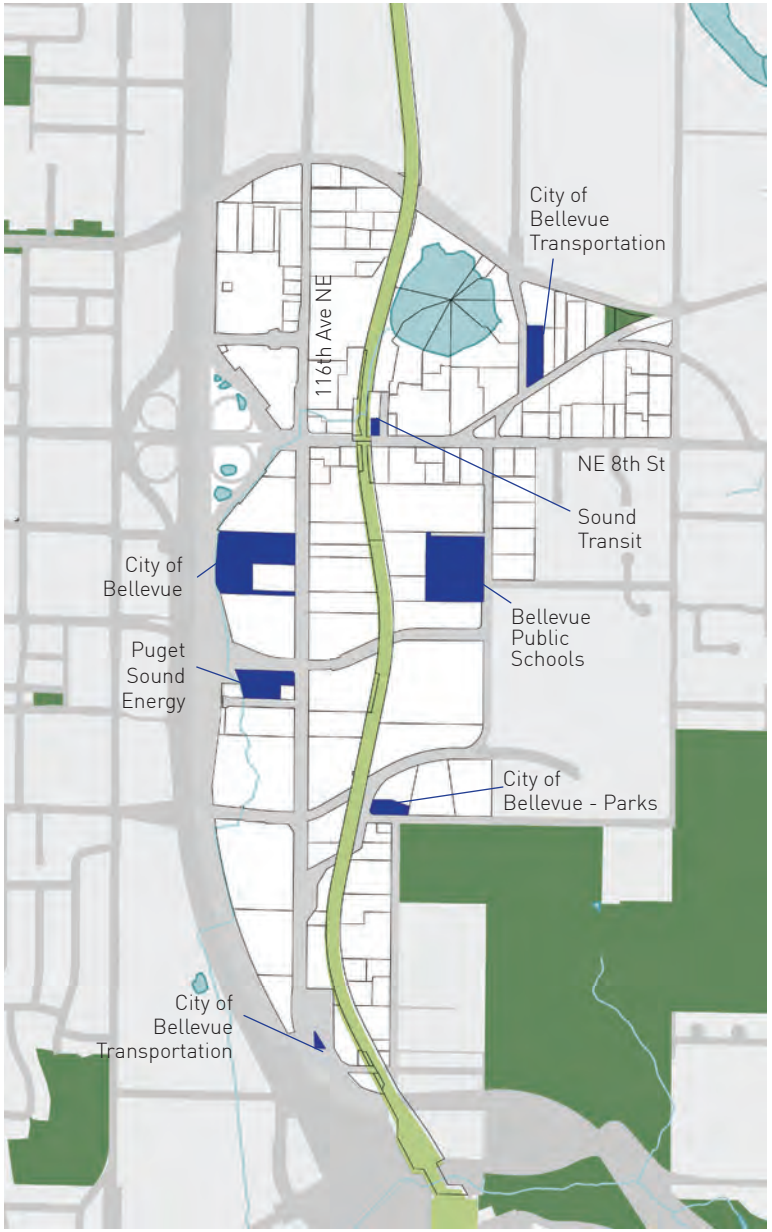
OPTION 2



OPTION 3

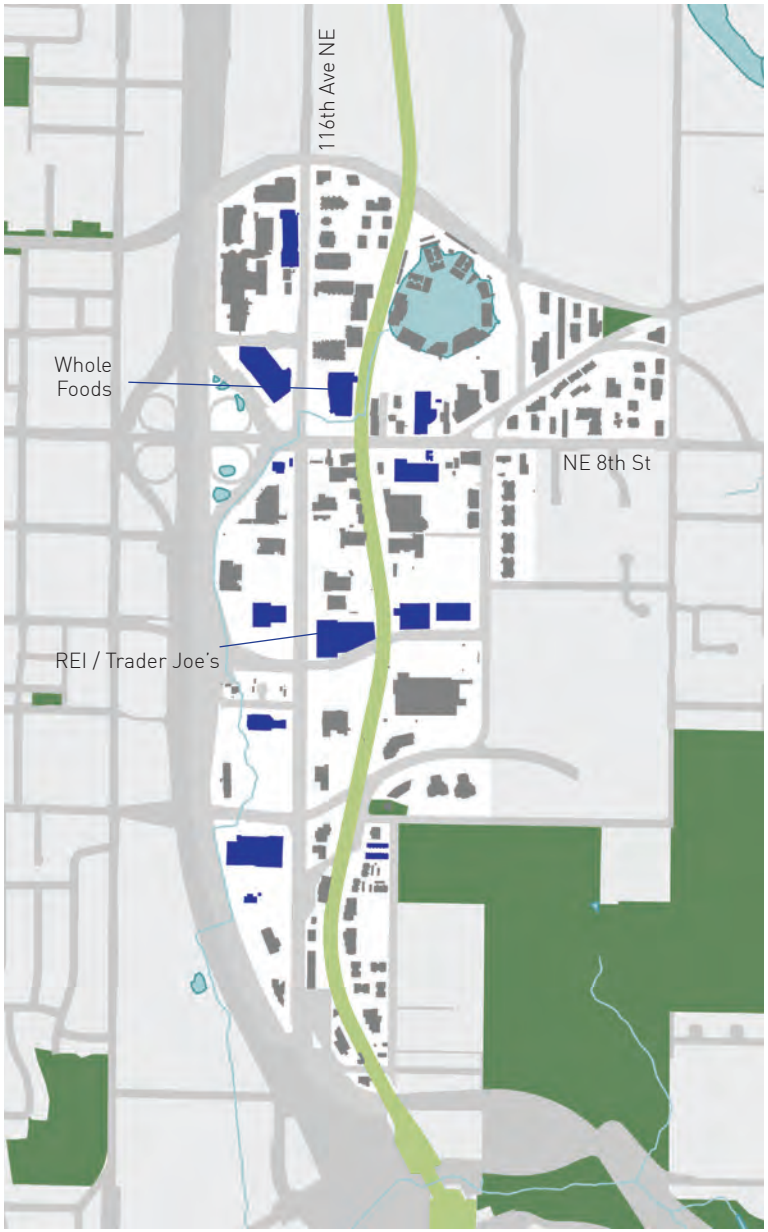
- Vision of non-motorized route that begins at Meydenbauer Bay though Downtown and terminating in the Wilburton neighborhood.
- Goal to create a siginificant piece of infratructure that would span I-405 and interface with the ERC to link Downtown with Wilburton.
- Segment has greatest potential for placemaking with several city owned properties adjacent to its alignment.

Land Ownership



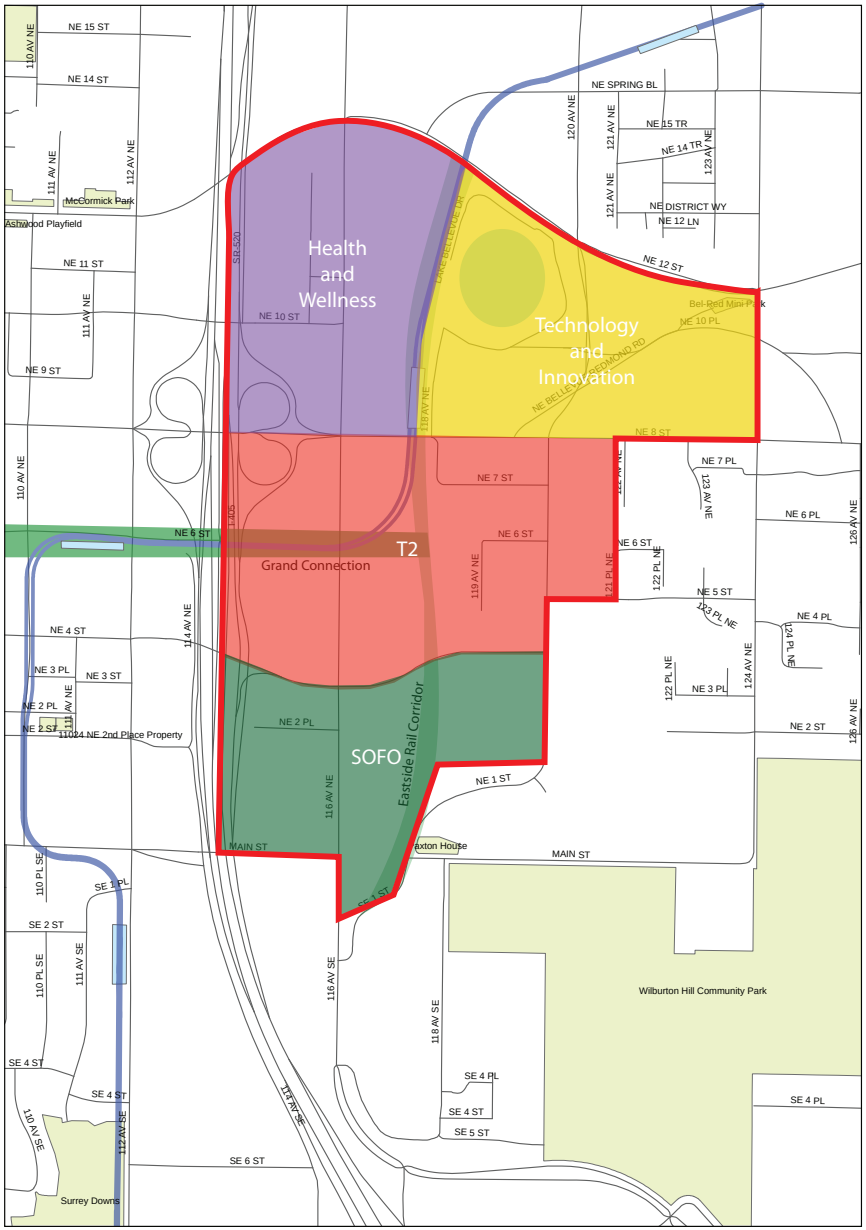
- **Primary Land Uses:**
  - 21% Retail and Service Uses (non-auto sales)
  - 19% Auto Sales
  - 17% Commercial Office
  - 16% Medical Related
  - 7% Hotel/Motel
  - 6% Light Industrial
  - 5% Residential

Recently Completed Projects

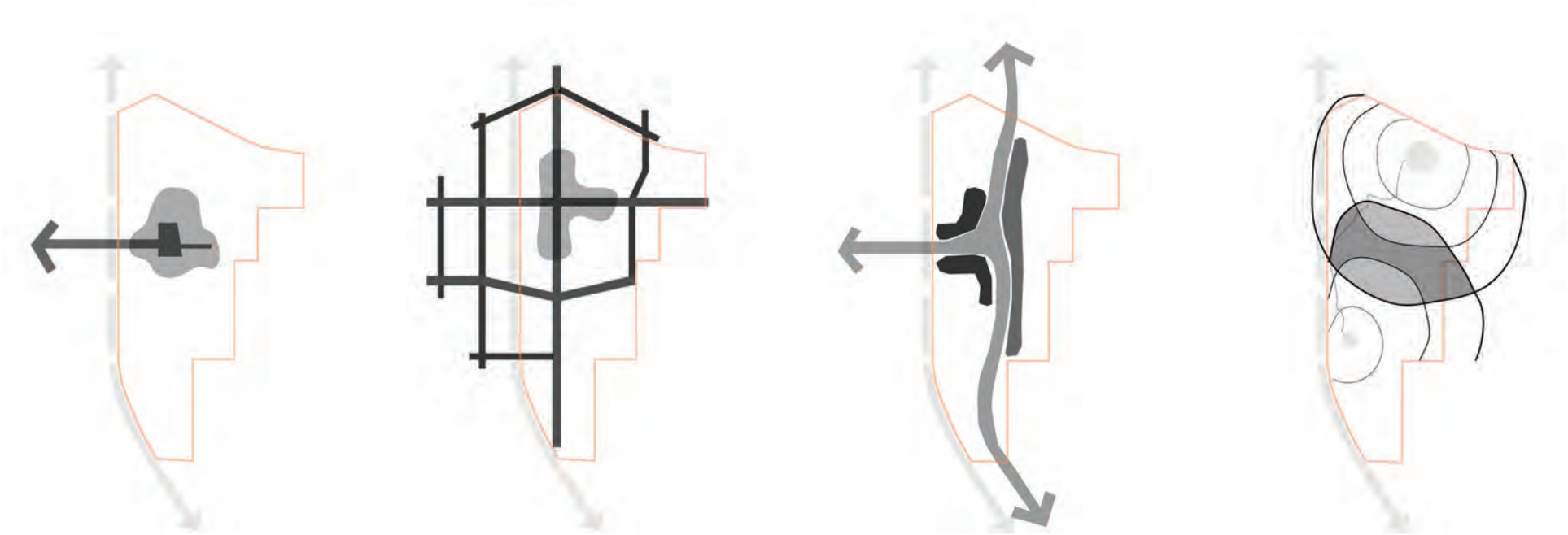


- Projects completed since 2000

ULI Advisory Panel: District Recommendations



Frameworks



Urban Park

Boulevards

Regional Networks

Natural Systems

Public Engagement

Bellevue East Main Station Area Plan
Online Open House

What is it:

- An online information sharing and feedback tool

Goals:

- Informative, thought-provoking conversation about the future of the Wilburton study area
- Public input to help shape development of scenarios

Content for initial online open house:

- Project background
- Demographic survey
- Questions related to values and vision for Wilburton