

GREAT NEIGHBORHOODS



Factoria Engagement Report

Phase 2—Define & Phase 3—Refine



Executive Summary

The **Great Neighborhoods** program is the process for developing neighborhood area plans that reflect the community's values and vision for the future, and community input is helping shape the future of Factoria. The **Define** phase, which took place between January and April of 2026, provided an opportunity for the community to provide feedback on the draft vision statement, goals, policy moves, and urban design opportunities, building upon inputs from an earlier **Discover** phase. The team focused on identifying missing priorities, mapping opportunities for enhancing neighborhood connectivity and gathering spaces, and understanding what changes people would expect to see if policies were implemented.

To hear from the community, the planning team tabled at neighborhood events, held urban design workshops – often in collaboration with community partners—and collected feedback in-person and online. Community feedback from the **Define** phase informed the draft policies and urban design concepts developed in the **Refine** phase which began in May of 2026. During this phase, the planning team shared draft plan policies for initial feedback at a community open house, with boards and commissions, and through an online questionnaire.

Between both the **Define** and **Refine** phases, the team connected with 195 at in-person events, had 20 contributions on our online engagement hub Engaging Bellevue, and received 82 responses to an online policy survey.

The planning team developed a full draft plan for Factoria. Community feedback incorporated into draft policies includes pedestrian-friendly streets and public spaces, recognition of the neighborhood's international identity, increased parks and flexible community gathering spaces, strengthening Factoria Mall as a community hub, better walkability and bus access, and integration of natural features in paved areas. These policies are supported by narrative on Factoria's history, opportunities and challenges, and potential urban design improvements.

What's Next?

The draft plan and policies will be presented to the Planning Commission in the summer, and the findings from this report will be shared with decision-makers so they understand how community feedback is reflected in staff's recommendations.

During the **Adopt Phase** in the fall, a Public Hearing for the Factoria neighborhood area plan will be held, providing an opportunity for the public to provide testimony for the Planning Commission to consider in their decision-making process. After the Public Hearing, the Planning Commission will transmit a recommendation to the City Council on the final draft policies. Council will review and take action on the Factoria neighborhood area plan at the end of the year.

Introduction

Bellevue is known for its diverse, vibrant, and welcoming neighborhoods. The high quality of life that community members enjoy isn't an accident; it's a result of careful planning done with the input of the people who live, work, and play here.

The **Great Neighborhoods** program is the process for developing neighborhood area plans that reflect the community's values and vision for the future. These provide guidance to the city, developers, and community partners about how people want to see the neighborhood evolve in the future.

Neighborhood area plans are part of the city's Comprehensive Plan (Volume 2). They help address the changing needs of specific areas while staying aligned with the city's overall vision and policies (Volume 1).

Project Scope

As part of the Great Neighborhoods program, City Council initiated updates to the neighborhood area plans for Eastgate and Factoria in August 2025. This process will repeat in cycles until all sixteen neighborhood area plans have been updated.

The goal is to adopt plans that are relevant to each neighborhood's unique identity, opportunities, and challenges as it grows. This planning effort seeks to enhance livability and includes the following sections:

- **Neighborhood Identity:** Identify and strengthen a neighborhood's unique elements
- **Mixed Use and Neighborhood Centers:** Strengthen centers that provide goods, services, cultural amenities, and housing for the community.
- **Community Gathering Spaces:** Strengthen indoor and outdoor spaces to foster a sense of belonging and support events and social interactions.
- **Mobility and Access:** Improve access to mobility options and local connections inside and outside the neighborhood.
- **Environment:** Improve qualities of features such as trees, streams, wetlands, nature trails, and other open spaces, to support human health and local wildlife.

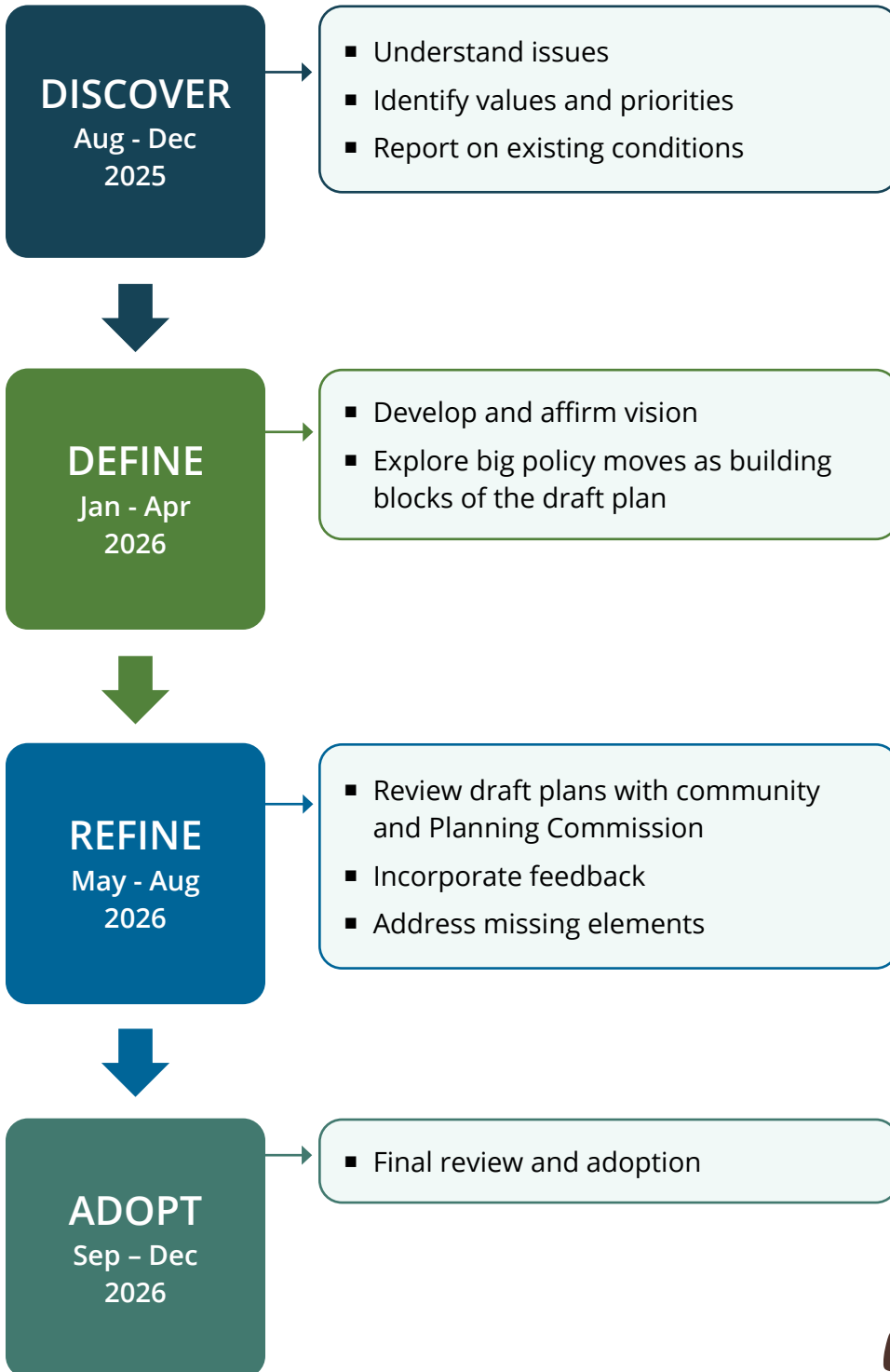
Mixed Use and Neighborhood Centers

Mixed Use Centers are centers of economic and social activity anchored by major transportation hubs. They provide for a mix of housing, retail, employment, and services.

Neighborhood Centers are commercial and mixed use development located in areas that are otherwise primarily residential. These centers provide local retail offerings and gathering spaces that people can more easily walk to in their neighborhood.

Project Timeline

The planning process is rooted in extensive community engagement that seeks to involve the many diverse voices that make up each neighborhood. The work is broken down into four phases with many opportunities for community members to provide input and review draft policy ideas.



Summary of Outreach and Input (Define Phase)

The Define phase of neighborhood area planning began in January 2026 and went through the end of April. Engagement during this phase focused on developing draft plan elements, including a vision statement, goals, and policy moves.

Within the scope of neighborhood area plans, urban design can improve the look, feel, and function of public spaces, including community gathering spaces, plazas, streets, trails, natural areas, and public art. Input on different neighborhood connectivity and neighborhood gathering space improvements informed the development of urban design concept maps and policies for the Factoria neighborhood area plan.

Engagement tools included an informational video, urban design workshop, community partner events, and online engagement opportunities through our online engagement hub Engaging Bellevue.

Informational Video

The planning team collaborated with Bellevue Television on a short video highlighting progress on the neighborhood area plan. The video included information on what a neighborhood plan is, a summary of community feedback, and different improvements to explore through the planning process. Images and video footage taken from within the neighborhood illustrated key features, assets, and challenges identified by the community. The video was shared on project webpages, social media, and other city communication channels.

Urban Design Workshop

The planning team hosted a combined Eastgate and Factoria urban design workshop on February 28 at the Hyatt House Seattle/Bellevue hotel. Approximately 35 people attended the workshop.

The workshop consisted of different interactive stations, including a sticker dot activity to weigh in on the draft vision statement, a post-it note activity to identify different improvements that participants could see resulting from plan policies, a mapping activity where participants located potential connectivity and neighborhood experience improvements, and a drawing activity where participants used collage materials to describe their vision for the neighborhood and propose ideas for streets and public spaces.

Policy Moves

Policy moves are broad statements that reflect community priorities and should be reflected in the neighborhood area plan. They help articulate desired outcomes before detailed policies are written.





Participants at the urban design workshop

Themes that were common to both the Eastgate and Factoria neighborhood areas included improved walkability (better sidewalks, lighting, traffic calming), improved public safety, beautification and maintenance of streets and public spaces, better access to neighborhood amenities and public transit, and more indoor and outdoor gathering spaces.

For a complete summary of the inputs received and key themes from the urban design workshop, please refer to the Urban Design Workshop summary included as an appendix to this report.

Community Partner Events

To supplement the Urban Design Workshop, the planning team adapted workshop materials for smaller events hosted by community partners to reach audiences less likely or unable to attend traditional meetings and events. These events took two forms: 1) facilitated workshops that relied on close collaboration with community partners to invite the planning team into their space and engage directly with their community; and 2) tabling in high foot-traffic locations within the neighborhood. Community partner events included opportunities for participants to weigh in on both Eastgate and Factoria.

Bellevue College

Approximately 15 adults, mostly faculty and staff, participated in a mapping exercise at Bellevue College. In Factoria, participants noted street lighting as an area for improvement, particularly along Factoria Boulevard, and opportunities for better utilization of the area's surface parking lots. Participants also noted bus rapid transit in Factoria as a significant opportunity for the neighborhood.

St. Margaret's Episcopal Church

Approximately 19 adults and one child attended a community presentation at St. Margaret's Episcopal Church in Factoria. Participants identified opportunities in Factoria for pedestrian improvements, including sidewalks, streetlights, wayfinding, and sound walls, as well as a desire for more third spaces such as green spaces, trails, and retail.

Plymouth Crossing

Approximately 13 adults provided input at Plymouth Crossing, a permanent supportive housing development located in the Eastgate Housing Campus. In Factoria, participants identified opportunities for traffic calming along Factoria Boulevard, expanded green spaces, better utilization of underutilized lots, and an improved pedestrian experience under Interstate 90 from Richards Road.

Polaris at Eastgate

Approximately 10 adults participated in a tabling event at the Polaris at Eastgate, an affordable housing development located in the Eastgate Housing Campus. In Factoria, participants expressed a desire for more parks located away from busy corridors.

PorchLight Eastside Men's Shelter

Approximately five participants, all staff, provided input at PorchLight's Eastside Men's Shelter in the Eastgate Housing Campus. The shelter helps unhoused men in East King County through safe shelter and comprehensive support. In Factoria, participants called for improved pedestrian infrastructure and wayfinding, more street trees along Factoria Boulevard, and additional youth-oriented gathering spaces.



Participants at St. Margaret's Episcopal Church



Participants at Plymouth Crossing



Participants at Porchlight Eastside Men's Shelter



Example of input from tabling at T-Mobile Headquarters

Factoria Mall

Approximately 23 adults and 2 children provided input at the tabling event in Factoria Mall. In Factoria, participants expressed a desire for additional community amenities and services, more parks, multi-family mixed-use development to support walkability, and better pedestrian and bicycle infrastructure.

T-Mobile Headquarters

Approximately 50 individuals provided input during the tabling event at T-Mobile Headquarters. In Factoria, participants identified opportunities for improved trail connections from the Mountains to Sound Greenway to the Eastrail, between Factoria Village and Newport Corporate Offices, and to the South Bellevue light rail station. They also desire better traffic management on SE 36th St. pedestrian improvements including sidewalks, protected bike lanes, crosswalks, and speed enforcement, as well as activation of the Factoria Mall through events, programming, open space, and future mixed-use redevelopment.

Online Engagement Opportunities

From January through March, the draft vision statement, goals, and policy moves were available on our online engagement hub Engaging Bellevue for community review and feedback. In their review, community members were asked to consider what outcomes they would most like to see if the vision statement and policy moves were implemented, as well as to identify anything they felt was missing.

Through an online Opportunities Map tool, participants could also pinpoint the type and location of improvements they would like to see to support neighborhood area planning goals.

Responses highlighted the need for improved walkability, pedestrian and bike connectivity, public safety, and better use of underutilized spaces such as parking lots and the former Puesta del Sol Elementary School. Feedback emphasized creating community hubs through new gathering spaces, recreational opportunities, and mixed use developments. Feedback also highlighted opportunities for green space, housing, and local retail to enhance safety,

connectivity, and neighborhood identity. Comments noted traffic congestion, noise, and poor air quality along major roads like Factoria Boulevard and Coal Creek Parkway, and suggested adding traffic calming and pedestrian and bicycle infrastructure to reduce car dependency, reduce pollution, and increase multimodal connectivity throughout the neighborhood.

How was this input used? (Define Phase)

Input from this phase of engagement informed the development of draft policies. Policies guide city decisions on how to achieve a community's shared values and goals. Policies provide flexibility to be implemented through different tools like laws, programs, or partnerships as needs change. For example, community desires for places to gather and play are addressed through several different policies that support new neighborhood-scale parks, indoor gathering spaces, and opportunities for cultural events.

Summary of Outreach and Input (Refine Phase)

The Refine phase of neighborhood area planning began in May. The focus of engagement for this phase was incorporating community feedback and addressing any missing elements that the community felt were pivotal to having positive outcomes for the neighborhood prior to sharing full drafts with the Planning Commission.

Engagement activities included an open house, consultations with boards and commissions, and online engagement opportunities through our online engagement hub Engaging Bellevue.

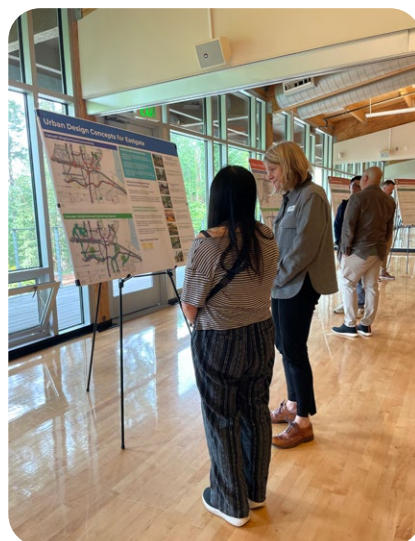
Open House

The planning team hosted a combined Eastgate and Factoria draft policy open house on May 7 at the South Bellevue Community Center. Approximately 22 people attended the open house.

The open house consisted of boards for each section of the neighborhood area plan, with a set of associated draft policies. Participants used colored sticker dots and post-it notes to indicate whether they saw the proposed policies supporting the stated vision and goals for Factoria. Draft urban design concept maps were also shared, which visualize opportunities for improving neighborhood connectivity and gathering spaces in Factoria.

Policies generally were seen as supporting the stated vision and goals for Factoria. Comments received included:

- One participant noted that public safety should be an explicit policy priority.
- One participant noted Factoria Mall as a third space and that it already has some community events.



Participants at the open house

Online Survey

An online survey was made available between May 4 and May 25 and advertised through the city website, project mailing lists, and social media. Participants indicated whether they saw the proposed policies supporting the stated vision and goals for Factoria and optionally chose to provide written comments. 82 people responded to the survey.

Policies generally were seen as supporting the stated vision and goals for Factoria.

Policies seen as strongly supporting Factoria's goals and vision were focused on neighborhood beatification, provision of lighting and pedestrian amenities, and coordination on future high-capacity transit.

Policies seen as less supportive of Factoria's goals and vision were focused on affordable housing, multilingual wayfinding, and expansion of electric vehicle charging. However, there were not many comments indicating how these opportunities conflicted with the goals and vision for the neighborhood.

Boards and Commissions

Boards and commissions provide a detailed study and recommendations to city leaders on policy topics and are important in the City of Bellevue's strong commitment to community member participation in local government. All meetings are open to the public and comments, either written or oral, are always welcome.

During the Refine phase, City staff were advised by relevant boards and commissions around specific policy areas where they have expertise. Staff presented draft policies to the Parks and Community Services Board on May 20, the Arts Commission on June 3, and the Transportation Commission on June 11. Staff considered and incorporated inputs from boards and commissions as part of staff's recommendation on final draft policies that are reviewed with the Planning Commission in June.

The Planning Commission is the body that has the most involvement in the neighborhood area planning process. Staff provided an update to the Planning Commission at their March 25 meeting, following an initial briefing and overview on October 8, 2025. The Planning Commission will ultimately provide a recommendation for Council consideration on the neighborhood area plans for Eastgate and Factoria.



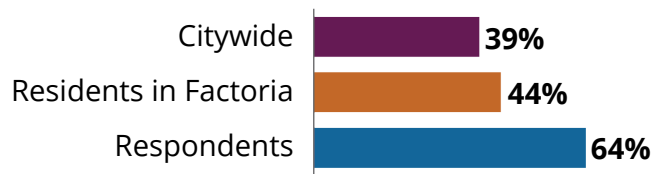
Tabling at Factoria Mall, a popular gathering place for the community

Support for Equitable Engagement

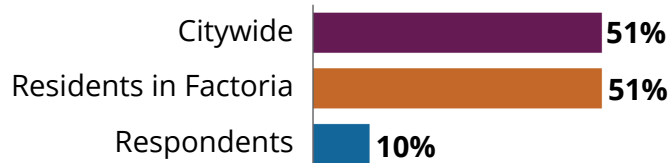
Reporting on demographic information of participants was challenging during the Define and Refine phases. Most activities during these phases were drop-in events, where the format didn't allow for easy data collection. Additionally, demographic questions are always optional, and some people decline to share personal details.

The online policy survey provided the most structured opportunity for collecting demographic data, which allows staff to understand how participation aligns with both neighborhood-level and city-wide demographics.

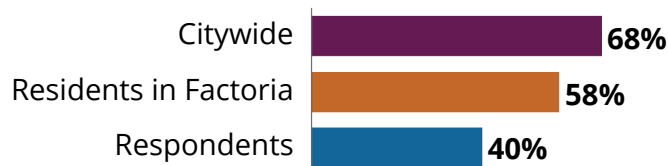
People Ages 45 and Older



People who Rent



People of Color



A major focus of these phases was collaboration with community partners to adapt engagement for groups identified as having significant gaps in participation. Bellevue's Cultural Outreach team provided critical support by leading presentations in other languages and promoting engagement opportunities through popular online message platforms, such as WeChat and KakaoTalk.

The planning team took additional steps to connect with diverse communities including tabling at community locations where many families gather such as Factoria Mall, meeting with faith communities, connecting with students and faculty at Bellevue College, and connecting with residents and service providers at the Eastgate Housing Campus, which provides shelter, housing, and services for more than 1,500 community members of varied incomes.



Participants at the open house

How was this input used? (Refine Phase)

Input from this phase of engagement was used to refine draft policies that were shared with the public in May. Attention was placed on policies that the community felt did not support the goals and vision for the neighborhood area. The full draft plan will be presented to the Planning Commission in the summer, which will include an updated set of draft policies incorporating community feedback as well as narrative, imagery, and maps that support these policies.



Appendices

Appendix 1: Urban Design Workshop Summary



PUBLIC SPACE WORKSHOP SUMMARY

Bellevue Great Neighborhoods Program: Factoria and Eastgate

March 2026

BACKGROUND

The [Great Neighborhoods Program](#)'s primary objective is to develop neighborhood area plans that reflect the community's values and vision for the future of Bellevue's diverse and unique neighborhoods. As an extension of the city's Comprehensive Plan, neighborhood area plans respond to citywide issues like housing, transportation, and open space and parks but are tailored to the challenges and opportunities within the individual neighborhood area. Neighborhood area plans provide further guidance to city staff on where to direct improvements and investments for the look, feel, and programming that reflect the community's vision.

INTRODUCTION

On Saturday, February 28th the City of Bellevue held a joint open house to support the Factoria and Eastgate Neighborhood Area Plans. The open house included four different activities that are described in Attachment A. Images of the meeting results are presented in Attachment B.

FACTORIA OBSERVATIONS AND KEY FINDINGS

Infrastructure Improvements

- Sidewalk improvements and trail connections at the intersection of 124th Ave SE and Coal Creek Parkway SE
- Transit stop amenities, bike connections, and gateway features at the intersection of SE 44th st and Factoria Blvd
- Enhanced pedestrian connections on both sides (east and west) of Factoria Blvd to encourage walkability between residential areas and the mall, including SE 40th, with sidewalk improvements, traffic calming, and transit amenities with public art, landscaping, and trees
- Corridor improvements along SE 38th St with trees, landscaping, bike connections, and pedestrian crossings

Community Spaces

- Strong support for increased density around Factoria Mall with integrated community spaces and residential amenities, including indoor community spaces and larger gathering spaces for community events. Desire for spaces that highlight community values and character through art, gateways, and gathering places
- Evident through the collage images, there is a visual preference for multi-generational and celebratory spaces

- There was an emphasis on connecting residential areas to neighborhood amenities and a desire to leverage the existing natural features, trails, and green spaces

Vision

- Those that responded said the vision statement was very meaningful and relevant to them

Goal/Policy Moves

- Neighborhood Identity
 - Improvements Needed to Support Goals and Policy Moves: Safety enhancements
 - Missing Elements: Beautification and reimagining Factoria as a destination
- Mixed Use and Neighborhood Centers
 - Improvements Needed to Support Goals and Policy Moves:
 - Better outward connections from Factoria Blvd as a central activity corridor/spine
 - Incentivize and prioritize small scale commercial spaces
 - Missing Elements:
 - Active transportation infrastructure within and around the area
 - More crosswalks on all sides of the Factoria Mall site
- Community gathering spaces
 - Improvements Needed to Support Goals and Policy Moves:
 - Encourage creative Public ROW uses when redeveloped
 - Redevelop the mall area similar to Crossroads Mall as a model (multicultural, multi-generational gathering spaces)
- Mobility and access
 - Improvements Needed to Support Goals and Policy Moves:
 - Enhanced wayfinding and signage
 - Improved walkability, particularly around transit stops
 - Protected bike facilities separated from intense traffic on Factoria Blvd
 - Bus stops near the library and community center
- Environment
 - Improvements Needed to Support Goals and Policy Moves: Increased greenery and plantings
 - Prioritize native plants and a way to identify them
 - Reduce surface parking
 - Prioritize stream habitat enhancement/protection

EASTGATE OBSERVATIONS AND KEY FINDINGS

Infrastructure Improvements

- Strong interest in park and ride connectivity and expansion of existing improvements
- Enhanced pedestrian and biking infrastructure to improve the experience throughout residential areas, including better connections and sidewalks

- Family-oriented infrastructure improvements including parks, open spaces, and stream connections south of I-405

Community Spaces

- Increased density near Bellevue College, park-and-ride, and residential areas south of I-405
- Strong demand for family housing options and public gathering spaces to foster community connections
- There was an emphasis in interesting public art and spaces for youth
- Landscaping and area beautification through improved maintenance

Vision

- The majority of respondents found the draft vision statement somewhat to very meaningful and relevant. Several respondents felt disconnected or found it not relevant to the neighborhood.
- Additional suggestions stated a greater focus on walkability and accessibility, an emphasis on culture and third places and recognizing natural features and spotlighting Eastgate Plaza as a draw.
- There was a concern that the vision statement can be perceived as too generic and lacks specific references to pedestrians, inclusive housing, and desired business and activity types.

Goal/Policy Moves

- Neighborhood Identity
 - Improvements Needed to Support Goals and Policy Moves:
 - Architectural design features like green rooftops to increase tree canopy and the associated benefits
 - Better lighting and cleaner streets could improve the neighborhood identity
 - Eastgate Plaza enhancements with additional retail and multi-family options
 - Missing Elements: Amenities and infrastructure supporting walkability and bicycling
- Mixed Use and Neighborhood Centers
 - Improvements Needed to Support Goals and Policy Moves: More frequent bus routes and a focus on active transportation
 - Allowing more housing types and residential amenities would support the goal and policy moves and be cited as an element that is missing
 - Missing Elements: Diverse housing types and residential amenities and physical and programmatic connections to Bellevue College
- Community gathering spaces
 - Improvements Needed to Support Goals and Policy Moves: More indoor gathering spaces alongside diverse outdoor options include urban piazzas, accessible parks near shopping areas, and expanded pedestrian greenways that are supported by

- reduced parking infrastructure, enhanced communication through city newsletters and local welcoming programs
- Mobility and access
 - Improvements Needed to Support Goals and Policy Moves: Enhanced pedestrian infrastructure through midblock crossings and shorter blocks, expansion of senior and accessible transit to underserved areas that address gaps as the current pilot ends, and integration of information referral services (e.g. 211) into policy alongside incentives for senior centers to facilitate medical access.
 - Missing Elements: Pedestrian and biking access points to the park and ride and protected bike lanes
 - Environment
 - Elements Needed: Street trees and curb rain gardens to separate cyclists and pedestrians from vehicles

BELLEVUE GREAT NEIGHBORHOODS

Attachment B. Factoria and Eastgate Vision and Policy Moves Transcribed Comments

FACTORIA

The following are transcribed comments from public on the draft Vision and Policy Moves statements received during the joint open house.

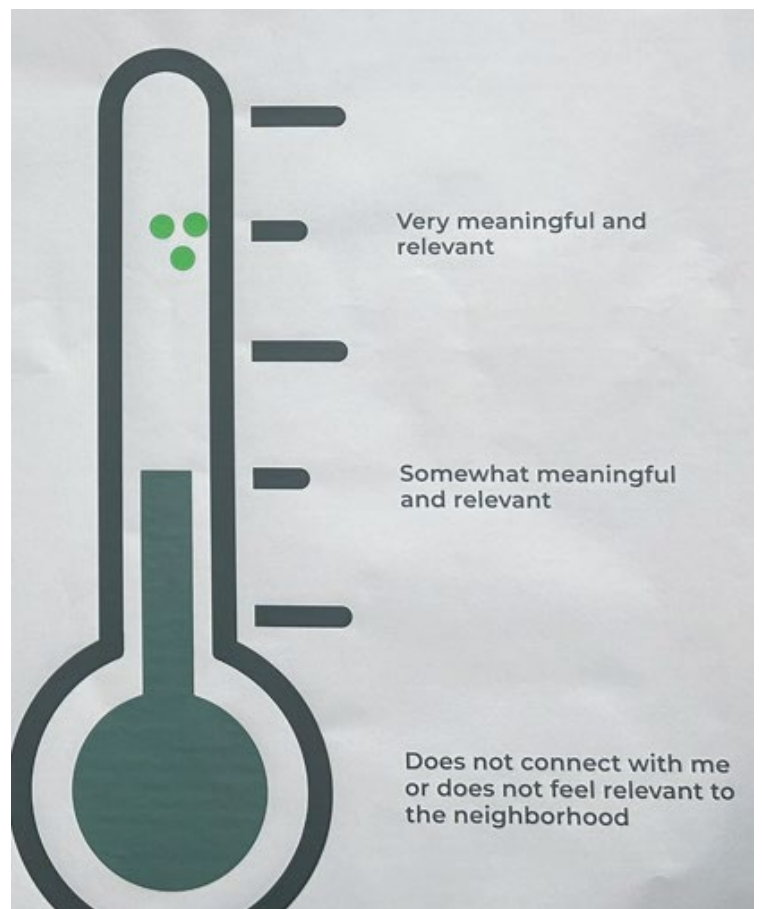
SHARE YOUR FEEDBACK – REVIEW THE VISION

There were no written comments in response to the draft Factoria Neighborhood Area Plan Vision Statement.

TELL US YOUR OPINION ON GOALS AND POLICY MOVES

Neighborhood Identity

- **What improvements would support these goals and policy moves?**
 - Safety – take measures to improve safety and lower crime
- **Is there anything that is missing that these goals and policy moves should address?**
 - Beautification! Tons of people drive through Factoria. It feels like a deserted city. Let's make it feel thriving and a destination vs. a step



Mixed Use & Neighborhood centers

- **What improvements would support these goals and policy moves?**
 - Factoria has a strong spine/corridor. A more connected street grid (smaller blocks) could support more walkability/accessibility
 - Incentivize/prioritize small-scale commercial spaces, esp. in mixed use developments
- **Is there anything that is missing that these goals and policy moves should address?**
 - Active transportation uses in and around the commercial areas
 - More crosswalks on road behind Factoria Mall

Community Gathering Spaces

- **What improvements would support these goals and policy moves?**
 - Encourage public ROW in redevelopment for plazas etc. like Totem Lake Center
 - Love the Crossroads mall with a mix of cultures, seniors to kids, meet up spaces, etc. Love the outdoor spaces at Totem Lake Mall (remove CARS!)
- **Is there anything that is missing that these goals and policy moves should address?**
 - None recorded

Mobility & Access

- **What improvements would support these goals and policy moves?**
 - Wayfinding signage
 - Transit priority along major corridors, faster and more frequent transit links to other hubs and centers
 - Access to community centers by transit or foot
 - Yes
 - Bike lanes protected from intense traffic on Factoria Blvd.
 - Yes!!
- **Is there anything that is missing that these goals and policy moves should address?**
 - There is no bus stop anywhere near library or community center

Environment

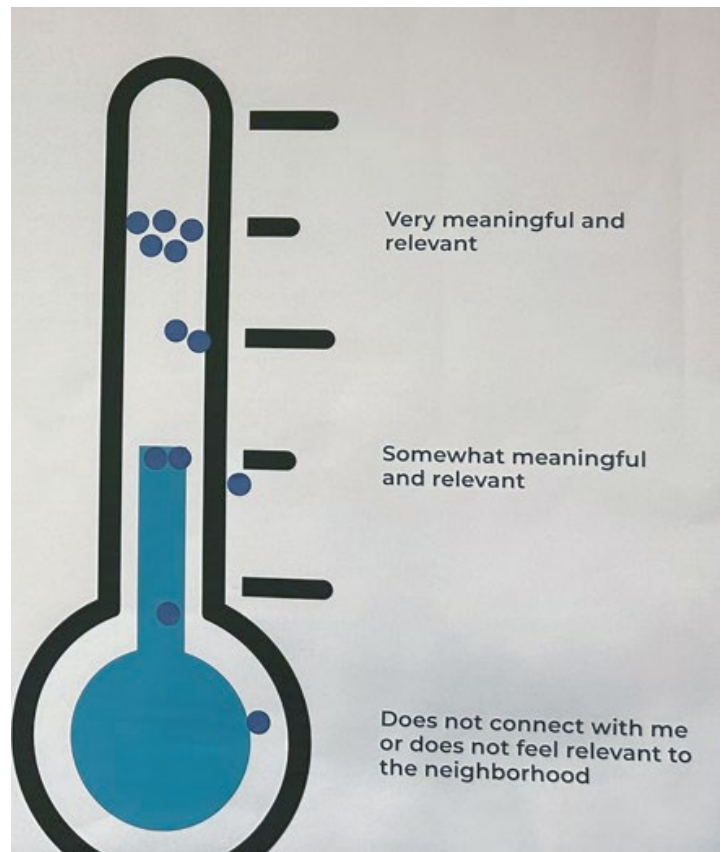
- **What improvements would support these goals and policy moves?**
 - More plants
 - Prioritize native plants and include identification of plants for residents
 - Reduce surface parking and prioritize stream habitat enhancement/protection.
- **Is there anything that is missing that these goals and policy moves should address?**
 - None recorded

EASTGATE

The following are transcribed comments from public on the draft Vision and Policy Moves statements received during the joint open house.

SHARE YOUR FEEDBACK – REVIEW THE VISION

- Concerns: Walkability / accessibility are a must
- Eastgate Plaza is not great as a space to exist in – it doesn't get enough sun
- Think about how natural light interacts with the environment
- Too many cars, prioritize people first!
- Need more walkability, some missing sidewalks, too car centric, and lack of walkable 3rd spaces to hang out and gather.
- Missing focal places for culture
- Too generic! Could be for any neighborhood
 - Pedestrians?
 - Inclusive housing
 - What types of businesses and activities



TELL US YOUR OPINION ON GOALS AND POLICY MOVES

Neighborhood Identity

- **What improvements would support these goals and policy moves?**
 - Better lighting along SE Eastgate Way current streetlamps are dead
 - Also trash along freeway
 - Rooftops are another and awnings options to consider on top of tree canopy
 - Connecting better Eastgate areas together with bike lands and pedestrian focus
 - Without a tree canopy, the heat island effect makes walkability difficult
 - Eastgate plaza can have more retail and multifamily options
 - Trash near Eastgate Park and Ride rooftop can be more green
- **Is there anything that is missing that these goals and policy moves should address?**
 - Sidewalks, prioritize pedestrian safety
 - Explicit pedestrian and bike lanes better crossing of I-90

Mixed Use & Neighborhood centers

- **What improvements would support these goals and policy moves?**
 - Increase building density / height allowance
 - Food deserts within Eastgate are a problem. Also consider accessibility and how it worsens the food desert
 - +1
 - Active transport and ped accessibility to the park and roads
 - Too much space is being used as car lots and parking lots. We need more housing, coffee shops, restaurants, etc.
 - Subsidize affordable housing
 - The bus was removed from the Eastgate neighborhood (241) Allen Rd. The replacement option has very few stops.
 - No library or community center to access
- **Is there anything that is missing that these goals and policy moves should address?**
 - Better connections to Bellevue Community College. Start-ups. Developing research labs around
 - We need much more variety in available housing

- Multi-family housing options
- Single parents are being forced out despite wanting to stay in the same school district

Community Gathering Spaces

- **What improvements would support these goals and policy moves?**
 - Publishing information about public use spaces and events through city networks
 - Small parks near shopping areas – need more public access
 - Public urban piazzas – not just green parks for public gathering
 - Welcome wagons must be tailored to local regions (i.e. old Bellevue, Eastgate, Factoria)
 - More indoor gathering places
 - +1
 - More green spaces and pedestrian walkways. Less parking lots and car access
- **Is there anything that is missing that these goals and policy moves should address?**
 - None recorded

Mobility & Access

- **What improvements would support these goals and policy moves?**
 - Provide more midblock crossings and general breakup of long blocks
 - Senior transit and accessible options, such as Hyde, run risk of leaving Eastgate and Factoria behind. A two-year pilot is almost up. Any connection must include these areas
 - Senior centers could benefit from incentivization to ensure medical care for the elderly
 - Informational referral (i.e. 211) needs to be integrated into policy development
- **Is there anything that is missing that these goals and policy moves should address?**
 - Pedestrian and biking access points to the park and ride
 - Protected bike lanes

Environment

- **What improvements would support these goals and policy moves?**
 - Street Trees
 - More streets like west end of Newport Way
 - Design interesting curb rain gardens to separate bikes/peds from traffic
- **Is there anything that is missing that these goals and policy moves should address?**
 - None recorded



Where would you like to see enhancements and support a welcoming vibrant neighborhood experience?

Place an icon sticker where you like to see:

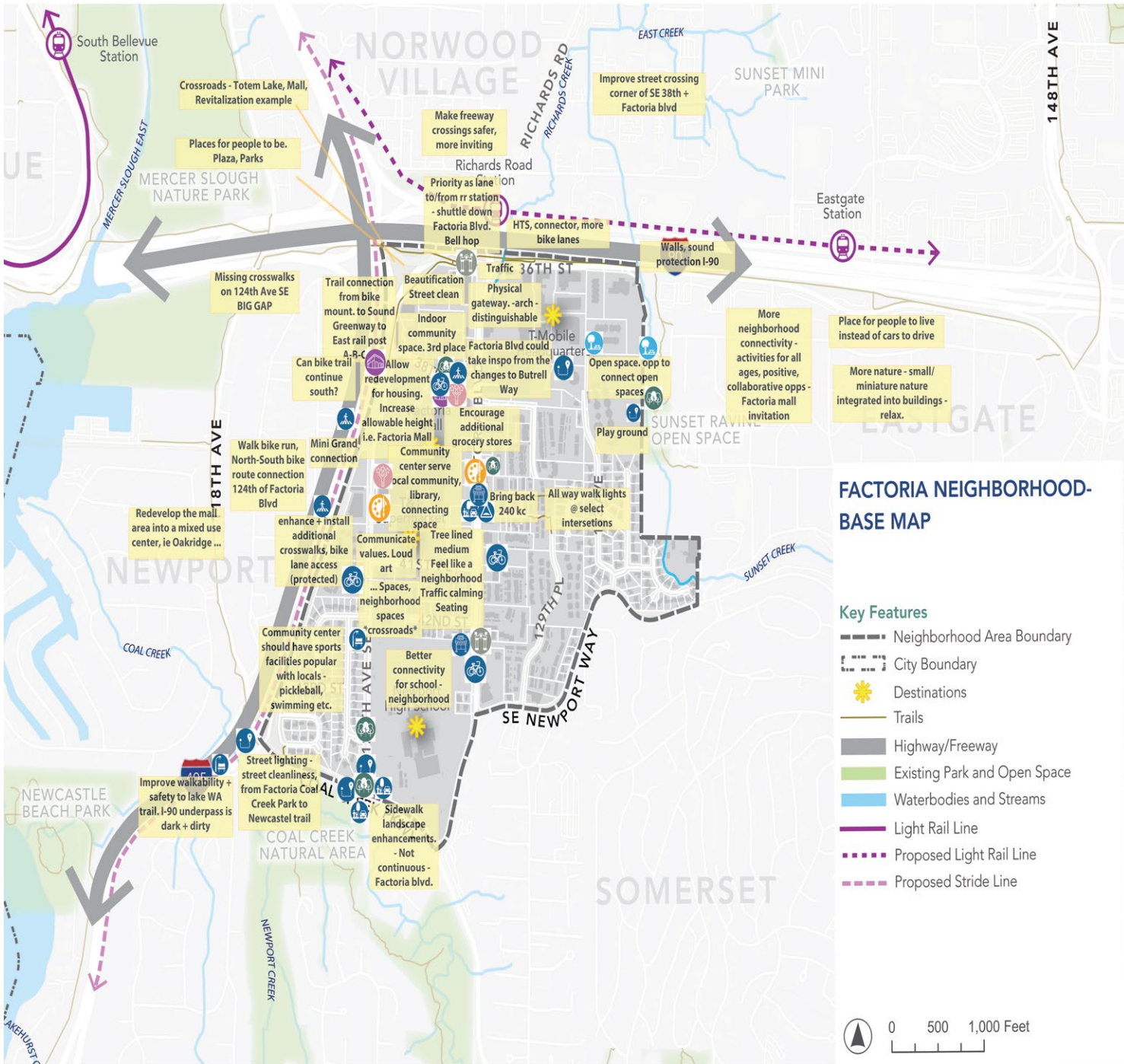
- Parks and Plazas
- Landscaping and Trees
- Public Art
- Indoor Gathering Spaces

Where do you think the following are needed to get around more safely, comfortably and conveniently?

Place an icon sticker where you like to see:

- Enhanced Crossings
- Traffic Calming
- Sidewalk Improvement
- Trail Connections

as to provide additional feedback below.



Where would you like to see enhancements and improvements to support a welcoming, vibrant neighborhood experience?

Place an icon sticker where you like to see:

- Parks and Plazas
- Landscaping and Trees
- Public Art
- Indoor Gathering Spaces

FACTORIA NEIGHBORHOOD-BASE MAP

Key Features

- Neighborhood Area Boundary
- City Boundary
- Destinations
- Trails
- Highway/Freeway
- Existing Park and Open Space
- Waterbodies and Streams
- Light Rail Line
- Proposed Light Rail Line
- Proposed Stride Line

Where do you think the following are needed to get around more safely, comfortably and conveniently?

Place an icon sticker where you like to see:

- Enhanced Crossings
- Traffic Calming
- Sidewalk Improvement
- Trail Connections

... to provide additional feedback below.

Appendix 2: Vision and Policy Moves Feedback

Policy Topic	Comment
Neighborhood Identity	And ensure that public safety is a top priority. No arrest & release. And also, do not destroy any of Bellevue's beautiful established neighborhoods,
Neighborhood Identity	Redevelopment of Factoria Mall to serve pedestrian arrivals, not just cars. Activate unused parking lot space for housing or new retail space. Improve walkability of Factoria Blvd and 124TH. Activate Factoria Blvd as a street
Mixed Use and Neighborhood Centers	Enable and encourage redevelopment of Factoria Mall to support the vision above.
Community Gathering Spaces	Ensure public safety of gathering spaces. Many neighbors no longer feel safe using existing public spaces.
Community Gathering Spaces	Adding more recreation opportunities to support additional housing density. For example, adding a roller skating rink as the anchor to a mixed-use area, or a community center.

Appendix 3: Opportunities Map Feedback

Policy Topic	Comment	What improvements would you see for this goal?	Location
Community Gathering Spaces		This space became unusable and unsafe after people chose to claim this space as their own, harassing and intimidating residents from using it. This needs to be a safe, inviting, open space. It also needs to be cleaned up.	Trailhead at Factoria Blvd and 36th
Mixed Use and Neighborhood Centers		This space got taken away from the community by T-Mobile. Reactivate this space for the community and encourage the public to use this space and roadways	T Mobile campus public roadways
Mixed Use and Neighborhood Centers		Factoria Mall has lots of wasted parking space. Make it easy to redevelop this space into new housing and retail spaces that have easy pedestrian and transit access	Factoria Mall
Mobility & Access		Factoria Blvd is car oriented. Lots of pollution, traffic, and racing vehicles. How can we reorient this roadway to better serve pedestrians? For example roundabouts and/or speed bumps to control traffic.	Factoria Blvd
Community Gathering Spaces		Need a park in Factoria to offset the polluted environment caused by Factoria Blvd and Coal Creek Parkway overuse. Recommend the church property off of Coal Creek Parkway, the parking lot at Factoria Mall, or another large space near residential.	Church off Coal Creek

Policy Topic	Comment	What improvements would you see for this goal?	Location
Mobility & Access		Reduce speeding and pollution on Coal Creek Parkway. Reduce noise impacting neighbors	Coal Creek Parkway
Community Gathering Spaces	I know this is owned by the school district and the no the city but presumably we all work together. Such a wasted, deteriorating space right now. Would be nice to see something be done with it - dog park, public park, community center, etc.	Convert into public space	Old Puesta Del Sol Elementary School
Neighborhood Identity	Factoria mall has always had kind of a weird identity. Right now it's particularly strange - part kid activity center, part abandoned, and part thriving (T&T, Target, Nordstrom Rack). I know there's an approved (?) plan for a full rebuild into a modern, mixed-use set of facilities. Can the city partner with the owners to move that plan forward? If not, maybe lean into one of the identities (the kid activities?) and create more of a community space. Encourage small businesses, etc.	Help define new identity to make it more of a center for South Bellevue	Factoria Mall
Mobility & Access	Traffic on Richards Road and Factoria blvd is awful during rush hour. I don't like that Factoria blvd is a 4 lane road. At the moment it seems necessary because it's the only N/S road through Factoria.	124th AVE could be a more direct route for some cars to get around the new development.	Factoria blvd

Policy Topic	Comment	What improvements would you see for this goal?	Location
Mixed Use and Neighborhood Centers	The mall parking and factoria blvd are at different elevations. Could put mixed use along factoria blvd at street level with parking under it. On the mall side you could hid the parking behind more mixed use at parking lot level. Keep the cars out of site out of mind.	Separate Factoria Blvd from the community center.	Factoria Blvd
Mixed Use and Neighborhood Centers	I believe it would be good to densify existing strip malls and parking lots along Factoria Blvd. Helpings create a more walkable and accessible corridor.	Upzoning	Factoria Blvd. And Mall
Mobility & Access	Walking from Woodridge to Factoria is intimidating. The roadway is overly wide, traffic moves quickly, and rush-hour volumes make the area feel unsafe for pedestrians. As a result, the two neighborhoods feel disconnected unless you travel by car. I'd like to reimagine a more walkable and bikeable Factoria—safer, better connected, and seamlessly linked to nearby residential areas like Woodridge—so residents can comfortably access local amenities on foot. Improving these connections would also help ease the area's growing traffic.	Walkability, bikability, safety, and connectivity	Richards Rd / Factoria Blvd SE intersection
Mobility & Access	build a bike connection from the mtsg trail to richards road. the transition currently sucks.	bike lanes	eastgate way and 128th ave se

Policy Topic	Comment	What improvements would you see for this goal?	Location
Mobility & Access	factoria blvd is car oriented and hostile towards bikers and pedestrians. the u turn lanes are insane. make factoria blvd more ped/bike friendly.	ped bike infrastructure, get rid of the u turn lanes.	factoria blvd.
Mobility & Access	coal creek parkway bike lanes were voted as one of the worst in the usa. the speed difference between cars and cyclists in a narrow bike lane is insane. add crash rated barriers to protect cyclists. not flexible guide posts. https://momentummag.com/americas-worst-bike-lanes/	better bike lanes	coal creek parkway

Appendix 4: Urban Design Worksheets

Event	Does the vision reflect the future you want?	Is there anything missing on vision statement?
St. Margaret's Episcopal Church	Somewhat meaningful and relevant	Playfields, playgrounds
St. Margaret's Episcopal Church	Somewhat meaningful and relevant	Parks/nature areas seem to be missing
St. Margaret's Episcopal Church	Very meaningful and relevant	Is there a park? (Other than on Newport HS grounds)
St. Margaret's Episcopal Church	Somewhat meaningful and relevant	
St. Margaret's Episcopal Church	Very meaningful and relevant	
St. Margaret's Episcopal Church	Somewhat meaningful and relevant	Factoria needs more public gathering spaces.
Factoria Mall		Would like to see more small shops better community connections
Factoria Mall	Somewhat meaningful and relevant	Your missions is amazing!
Factoria Mall	Somewhat meaningful and relevant	Preschool, early learning center, transportation, information and resource center, clinic and community center. Thanks! Safety is important.
Factoria Mall	Very meaningful and relevant	More community areas, so landscape is more than just commerical building, retail, and roads. More park, rentable areas for public. Also, more bike and walking pathways.
Factoria Mall	Very meaningful and relevant	Finding a balance between perserving nature and the industrial world.
Factoria Mall	Very meaningful and relevant	Lovely! It aligns with the vision I want. I do respect how diverse this community is, and also care about sustainability and green spaces (parks).
Factoria Mall	Very meaningful and relevant	
Factoria Mall	Very meaningful and relevant	Affordable housing and focus on education - both are missing from the vision.

Appendix 5: Draft Policy Open House Feedback

Neighborhood Identity

Policy Number	Total Stickers	Policy supports the goal	Policy somewhat supports the goal	Policy does not support the goal	Comment
S-F-N1	2	2			
S-F-N2	2	2			
S-F-N3	4	4			
S-F-N4	5	5			
S-F-N-5	3	3			Other than lighting none of the policies support ensuring public safety
S-F-N6	3	2	1		
S-F-N7	2	2			

Mixed Use Centers

Policy Number	Total Stickers	Policy supports the goal	Policy somewhat supports the goal	Policy does not support the goal	Comment
S-F-N8	2	2			
S-F-N9	4	4			
S-F-N10	1	1			
S-F-N11	4	4			
S-F-N12	4	4			
S-F-N13	3	3			
S-F-N14	3	2	1		

Community Gathering Spaces

Policy Number	Total Stickers	Policy supports the goal	Policy somewhat supports the goal	Policy does not support the goal	Comment
S-F-N15	4	4			
S-F-N16	3	2	1		Factoria Mall is already doing this
S-F-N17	5	4	1		
S-F-N18	3	2	1		
S-F-19	3	3			
S-F-N13	3	3			
S-F-N14	3	2			

Mobility and Access

Policy Number	Total Stickers	Policy supports the goal	Policy somewhat supports the goal	Policy does not support the goal	Comment
S-F-N20	6	6			
S-F-N21	2	2			
S-F-N22	2	2			
S-F-N23	4	4			
S-F-N24	2	2			
S-F-N25	1	1			
S-F-N26	5	5			
S-F-N27	1	1			
S-F-N28	4	4			
S-F-N29	4	4			

Environment

Policy Number	Total Stickers	Policy supports the goal	Policy somewhat supports the goal	Policy does not support the goal	Comment
S-F-N30	4	4			
S-F-N31	3	3			
S-F-N32	3	3			
S-F-N33	4	4			
S-F-N34	5	5			
S-F-N34	2	2			

Appendix 6: Draft Policy Survey

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N1	30	15	6	9	52	Comment #1: Doesn't seem to be a priority.
S-F-N2	30	16	7	7	52	Comment #1: Better add some "No Turn On Red" signs throughout the area, particularly at the exits of Factoria mall.
S-F-N3	29	10	15	4	53	<p>Comment #1: No! There is already Polaris nearby</p> <p>Comment #2: I would like to see upzoning and density first. This will make the effort to add affordable housing more effective.</p> <p>Comment #3: Houses in the area are too old and look run down. Would be nice to see some new developments.</p>
S-F-N4	30	27	3	0	52	Comment #1: Yes, please. Given the high property price and everything in the area, the area itself has been looking too poor or underdeveloped for too long.
S-F-N5	30	25	1	4	52	<p>Comment #1: I have lived in the Eastgate area for 40+ years (went to Newport high myself) and am in Factoria multiple times each week. It does NOT feel "inviting" to pedestrians and I actually consider it unsafe these days. It's difficult to cross entrances to major parking areas on foot, crime is WAY up and it's unpleasant to walk or bike through the area. If I can avoid it, I do. I wish the mall area could be better used than big box stores and there were more transit options. Too many cars, too much crime.</p> <p>Comment #2: The fact you only mention lighting gives me pause. Please prioritize roundabouts, narrow streets, bike lanes on larger streets, etc. If parking becomes an issue, please use angled parking to both increase parking amount and to narrow streets.</p> <p>Comment #3: The best amenity would be more narrow roads and much wider sidewalks. And more crosswalks! Too many cars now</p> <p>Comment #4: Much needed. Given many schools and residents around the area, surely need to be more pedestrian friendly. Drivers coming along Factoria Blvd just seem to drive freely.</p>

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N6	30	22	4	4	52	<p>Comment #1: Factoria will neer work unless the Factoria Mall is torn down and replaced by walkable mixed use housing and retail and park like open space. As is, it is largely a wasted, blighted space with far too much unused pavement</p> <p>Comment #2: Protect and attract more good businesses to the area please. Re develop the mall/plaza, it doesn't serve Bellevue well.</p>
S-F-N7	30	22	3	5	52	
S-F-N8	27	17	3	7	55	Comment #1: Map LU-3 cannot be found.
S-F-N9	27	13	6	8	55	Comment #1: A normal city hall won't cut it. If this is being considered, it would need to be a fun environment, something people would want to visit, value-adding. Personally I don't think this should be a top priory.
S-F-N10	27	16	6	5	55	
S-F-N11	27	23	4	0	55	
S-F-N12	27	20	5	2	55	<p>Comment #1: Using roundabouts, narrow streets or woonerfs, and bike lanes in large streets to increase pedestrian safety. The cheapest option is to narrow streets; use angled parking to narrow streets and increase parking capacity (double-win!).</p> <p>Comment #2: Define "consolidated vehicular access, shared parking, and internal circulation enhancements"</p>
S-F-N13	27	23	3	1	55	<p>Comment #1: We DO NOT want light rail coming to factoria and bringing the transients and drug users. We already have enough issues and do not feel safe walking around Factoria. I do not allow my kids to walk outside Factoria Mall due to safety issues.</p> <p>Comment #2: Increasing transit options is key here. There are too many cars and it's not easy to walk in the area.</p> <p>Comment #3: Push for the 4 Line of Link Light Rail to connect Factoria to Seattle via Mercer Island, instead of going to Bellevue.</p> <p>Comment #4: Define "future high-capacity transit"</p>
S-F-N14	27	18	5	4	55	
S-F-N15	28	22	4	2	54	

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N16	28	22	3	3	54	<p>Comment #1: Factoria Mall should be torn down. The owners should be encouraged to sell</p> <p>Comment #2: Factoria Mall is not oriented towards the community and in my opinion needs to be completely rebuilt/redesigned towards something like Totem Lake Center. Too many cars, need more transit, add housing, make it walkable!</p> <p>Comment #3: Levaredging Factoria Mall is the key to activate the area. Attractive tetants, Clean and well-designed space, Community gathering space etc.</p> <p>Comment #4: Collaborate with the mall to improve bicycle access to its various parts. It doesn't even have bike racks near most entrances, and the connection to the trail is not great. And too many cars!</p> <p>Comment #5: To attract good people, you need good places to keep them. The mall itself is so run down and doesn't seem to be well managed. It looks poor, smells poor, and poorly maintained. Businesses don't last there, so many empty spaces, doesn't attract popular brands or independent, small, chic stores/restaurants.</p>
S-F-N17	28	16	8	4	54	
S-F-N18	28	18	3	7	54	
S-F-N19	28	21	4	3	54	<p>Comment #1: All schools should have safe and COMFORTABLE bike routes going all the way to every quiet residential street. Car dropoff is nightmare</p>
S-F-N20	28	23	3	2	54	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N21	28	18	5	5	54	<p>Comment #1: Please don't high-capacity transit stops just Park and Rides. That's an anti-pattern.</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N22	28	19	5	4	54	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N23	28	19	7	2	54	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N24	28	17	4	7	54	<p>Comment #1: What does access at driveways mean?</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N25	28	19	5	4	54	<p>Comment #1: traffic is terrible in Factoria already. The bike lanes that were added should have been used for more car lanes. Do not take away more lanes for pedestrians (who don't want to walk around Factoria because its not safe) and bikers</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p> <p>Comment #3: Forget WSDOT and their highway ramps. Focus on everything else in this section.</p>

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N26	27	20	4	3	55	Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.
S-F-N27	28	13	8	7	54	Comment #1: What languages will be prioritized? Want to avoid signage being hard to read. People choose to immigrate and move here, knowing that English is the language. We should encourage them to adopt it and make it easier for them to learn, rather than tailoring to their needs. Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.
S-F-N28	28	24	2	2	54	Comment #1: Factoria Blvd is such a cluster. It's not obvious how to get to the transit centers and it really isn't that hard. It should be easier and more frequent. Too many cars in the area, and it feels unsafe to be a pedestrian in the area b/c of both cars and crime. Comment #2: Frequent means if I miss a bus, I almost don't care because the next one should be here soon enough. Please make this a tenet. Comment #3: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.
S-F-N29	28	21	5	2	54	Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.

Policy Number	Responses	Yes	No	Don't Know/ No Opinion	NA	Comments
S-F-N30	26	17	3	6	56	<p>Comment #1: Factoria doesn't have much greenery at all and certainly would be better with more trees.</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N31	26	17	5	4	56	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N32	26	17	4	5	56	<p>Comment #1: Factoria should become a Sustainability District and should be a net zero neighborhood</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N33	26	15	3	8	56	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N34	26	13	8	5	56	<p>Comment #1: EV charging should be mandatory on all new buildings include all types of housing. MF should be 100% EV ready.</p> <p>Comment #2: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>
S-F-N35	26	17	4	5	56	<p>Comment #1: You are simply regurgitating the statement made in the proposed policy and asking if the policy supports this statement. That's a circular argument, and any answer to that question is invalid and pointless.</p>



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