



Bellevue Planning Commission

Wednesday, March 26, 2014

6:30 to 10:00 p.m. ▪ Council Conference Room 1E-113

Bellevue City Hall ▪ 450 110th Ave. NE ▪ Bellevue, WA 98004

Agenda

- | | | |
|-----------|---|--------|
| 6:30 p.m. | <ol style="list-style-type: none">1. Call to Order
<i>Diane Tebelius, Chairperson</i>2. Roll Call3. Public Comment*
<i>Limited to 5 minutes per person or 3 minutes if a public hearing has been held on your topic</i>4. Approval of Agenda5. Communications from City Council, Community Council, Boards and Commissions6. Committee Reports
<i>Commissioners Laing and Ferris – Downtown Livability</i>7. Staff Reports
<i>Paul Inghram, Comprehensive Planning Manager</i> | |
| 6:45 p.m. | <ol style="list-style-type: none">8. Study Session<ol style="list-style-type: none">A. Comprehensive Plan Update – Economic Development Element
<i>Max Jacobs, Real Property Manager</i>
<i>Civic Services</i>
<i>Paul Inghram, Comprehensive Planning Manager, PCD</i> | Pg. 1 |
| 7:30 p.m. | <ol style="list-style-type: none">B. Comprehensive Plan Update – Community Vision
<i>Paul Inghram, Comprehensive Planning Manager, PCD</i> | Pg. 21 |
| 9:00 p.m. | <ol style="list-style-type: none">9. Other Business10. Public Comment* - <i>Limited to 3 minutes per person</i>11. Draft Minutes Review<ul style="list-style-type: none">• January 8, 2014• January 22, 201412. Next Planning Commission Meeting – April 9 | |
| 9:15 p.m. | <ol style="list-style-type: none">13. Adjourn | |

Agenda times are approximate

Planning Commission members

Diane Tebelius, Chair
Aaron Laing, Vice Chair
Hal Ferris
John Carlson

Jay Hamlin
Michelle Hilhorst
John deVados

John Stokes, Council Liaison

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** Unless there is a Public Hearing scheduled, "Public Comment" is the only opportunity for public participation.*

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).



DATE: March 26, 2014

TO: Chair Tebelius and Members of the Planning Commission

FROM: Max Jacobs, Real Property Manager
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Civic Services Department

Paul Inghram, AICP, Comprehensive Planning Manager
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Planning and Community Development

SUBJECT: 2014 Comprehensive Plan Update – Potential updates to the Economic Development Element

The March 26, 2014, study session on the Economic Development will continue the Planning Commission's review of potential changes. While no formal action is requested at this study session, feedback on the draft changes proposed to the Element will aid staff in the preparation of a public review draft of the Comprehensive Plan.

BACKGROUND & ANALYSIS

On March 12 the Commission heard an update on the city's work developing an Economic Development Strategy, which is informing the proposed Comprehensive Plan revisions.

This follows from a more detailed review of Economic Development in June 2013. At that time, city staff presented an overview of the Comprehensive Plan's Economic Development Element. Staff also described the City's ongoing work developing an Economic Development Strategy, which seeks to set out an inspiring vision for the City's economic future. Based on research and a thorough analysis of the City's economic development position, the Strategy is intended to add significant direction and detail to the City's efforts in this area. Once finalized and adopted, the City intends to update the Economic Development Strategy roughly every three to five years, and would promote it as a companion to the more general Comprehensive Plan Element, which would continue to outline the City's high-level principles and objectives.

The City has held several public engagement activities throughout 2013 including public meetings and the Bellevue's Best Ideas on-line campaign. In addition to the analysis work completed as part of the Economic Development Strategy, the city heard a number of comments about business and economy, including:

- Support for a vibrant Downtown
- Need to ensure neighborhood and community centers are active and economically healthy
- Support for neighborhood services
- Support for small and local businesses and start-ups

- Interest in housing affordability as an issue with attracting workers
- Support for being a community that is welcoming to a diverse workforce, including those from a variety of backgrounds

Economic Development Element

The Economic Development Element of the Comprehensive Plan guides efforts to market the city, offer services to businesses of all sizes, inform citizens and city leaders of the direction and strengths of the economy, and guide decision making in land use, infrastructure, capital budgeting, regional collaboration, local partnerships, and other decisions as they pertain to the success of businesses, employees, and related services. Economic Development is identified in the Growth Management Act as a key element of local comprehensive planning.

While the city's current economic policies remain relevant, significant changes have occurred since 2004 when the Comprehensive Plan was last updated. Downtown Bellevue saw a large amount of new development and with it a large increase in high-tech employment that may be indicative of companies seeking a more urban, interesting location to attract the best employees. As an example, Concur Technologies recently moved from a suburban Redmond location to Downtown Bellevue so as to have better access to transportation options that result in a reduced need for parking. One might expect continued interest in Downtown Bellevue due to its amenities, central location and high quality office space. The city has also seen significant growth of medical uses, additional retail development, and changes to the auto sales industry. With plans for BelRed, Wilburton and Eastgate, areas other than Downtown are also primed for renewed development interest.

While Bellevue has a strong economic position, it is important to continue building from past successes to be proactive and to not take future economic competitiveness for granted. In this light, Council is developing more clarity and focus around the city's economic development strategy. At its June 17 meeting Council moved ahead with an economic mission and vision and authorized hiring an economic development consultant to develop a formal economic development strategic plan to guide the city over the next three to five years. While the economic development strategy will focus on the near-term compared to the Comprehensive Plan's 20-year planning horizon, the Council's development of a near-term economic strategy will help identify economic strategies that could be emphasized in the Economic Development Element.

Additionally, the Countywide Planning Policies were recently updated and provide guidance for cities. The Countywide Planning Policies support the economic growth of King County's economy while being consistent with and supporting the Regional Economic Strategy and VISION 2040's economic policies, which emphasize the economic value of business, people, and place.

The countywide and regional policies serve to identify regional economic objectives that cities benefit from. It is anticipated that each local community will focus on local economic development objectives. The Bellevue planning policies should be reviewed to ensure that they

are consistent with the Countywide Planning Policies although they may be more locally oriented and don't need to repeat regional or countywide direction.

Current Economic Development Element:

Section	Description
Economic Climate Policies ED-1 – 16	This section describes a range of principles recognizing that the city's general economic climate, including quality of life, helps attract and retain high-quality businesses. This section also identifies areas that are not strictly within the City organization's control (such as education) that are nonetheless important factors in economic vitality.
Community Livability and Economic Growth Policies ED-17 – 18	This section focuses on urban amenities and high quality urban design as important drivers improving the community's quality of life and thus the ability to attract talented workers and economic growth.
Planning and Infrastructure Policies ED-19 – 24	This section addresses the ways in which land use policies, planning and regulation, along with development of public infrastructure, provide the necessary foundation for economic growth. This section also speaks to coordination with private sector to advance other types of infrastructure (such as communications technology).
Maintaining and Revitalizing Commercial Areas Policies ED-25 – 28	This section focuses on the fairly specific challenge of declining neighborhood commercial centers, and identified the City's desire to reverse this trend.
Business Marketing, Retention and Recruitment Policies ED-29 – 36	This section identifies economic development program areas on which the City should focus its efforts. Also emphasized here is the need for an economic development vision.
City Development Strategies Policies ED-37 – 38	This section encourages the City to explore using financing tools and partnerships to advance economic development objectives.

Informed by input from the Planning Commission, the community, and the ongoing Economic Development Strategy work, city staff analyzed the current element and focused on key areas for potential updates:

- Retain the essence of the Economic Development policies, many of which still speak to relevant city priorities.
- Rename sections to more clearly express their focus.
- Add an Education section into which existing policies could be consolidated and where additional focus could be described relating to potentially expanding Bellevue's college and university resources. This proposed new section recognizes the importance of

education as a key pillar to the community’s quality of life, and also as a generator and attractor of workforce talent.

- Expand a section to include implementation strategies.
- Express input received in community forums, such as highlighting the importance of and increasing desire to see people gather and interact outside of their homes and workplaces (i.e., “third places”).
- Incorporate specific areas of emphasis being developed in the Strategic Plan, such as:
 - Recognizing the need to broaden the city’s housing options
 - Emphasizing Bellevue as an international gateway and hub
 - Highlighting Bellevue’s increasingly regional role
 - Encouraging the city’s innovation economy and speaking to key economic clusters or industry sectors that are currently strong or that present particular opportunity (such as technology, business/financial services, retail and tourism)
 - Recognizing the city’s diversity as a major economic strength

Potential Economic Development Element Updates:

Section	Description
Business Climate	Renamed to clarify that the focus of this section is on businesses in particular rather than the more general economic environment of the city.
Community Livability	Also renamed to bring focus on one specific topic rather than two. This section would continue to focus on the community’s quality of life, in part by consolidating policies on this topic.
Education (new section)	This new section assembles policies relating to education. While education efforts devoted to children enhance community livability, programs geared toward adults strengthen the City’s workforce and help create a critical mass where talent attracts talent.
Diverse and Dynamic Places	This renamed section speaks to the increasingly-recognized importance of place, including the power of Downtown as a regional center and the value of local “third places.” Where the existing section emphasizes rehabilitating declining shopping centers, the suggested changes in this section focus more generally on helping enhance a variety of quality places for community gathering and other activities.
Planning and Infrastructure	This section name is unchanged. The focus on infrastructure is heightened in the proposed revisions. This section also consolidates other activities previously grouped with efforts relating to revitalizing commercial areas. This section continues to address the ways in which land use policies, planning and regulation, along with development of public infrastructure, provide the necessary foundation for economic growth.

Section	Description
Business Retention and Recruitment	This section is largely unchanged, still identifying economic development program areas on which the city should focus its efforts. The section name is modestly revised to focus on outcomes (retention and recruitment) rather than activities (marketing). Also emphasized here is the importance of an economic development vision.
Implementation Strategies	This section expands the City Development Strategies section to consolidate the specific efforts or program areas that should be championed by the city organization.

More detailed analysis and proposed changes are provided policy-by-policy on the attached table, Attachment 1.

Policy Review

As the Planning Commission continues its review of the Comprehensive Plan and considers opportunities for improvements and updates, the Commission will be evaluating the policy language of the existing plan and draft language proposed by staff. An overall goal for the update is to make the plan more usable and accessible. Doing so helps staff understand how to apply the city’s policy, makes the plan easier for the public to understand what it means to them, and helps the plan aid the Council and commissions in decision making. Ideally, the goals and policies of the plan establish clear city direction that, when applied comprehensively, help move the city toward it’s desired future.

At this stage, staff welcomes feedback on whether the proposed changes to the Economic Development Element are headed in the right direction and whether the Commission has additional policy suggestions that it would like to have considered. Staff will use the initial feedback provided to prepare a draft update of the Economic Development Element.

NEXT STEPS

Review of the overall Comprehensive Plan update will continue at upcoming study sessions. The objective is to work through issues and specific policy areas to enable preparation of an updated draft this spring and summer.

ATTACHMENTS

1. Economic Development Element Policy Review Table

REFERENCE MATERIALS

Copies of the current Comprehensive Plan were previously distributed to the Planning Commission. It is also available online: http://www.ci.bellevue.wa.us/comprehensive_plan.htm

January 13, 2014, City Council Study Session and Draft Economic Situation Assessment:
<http://www.bellevuewa.gov/pdf/City%20Council/PacketExtendedStudySession1-13-143c1.pdf>

King County Countywide Planning Policies
<http://www.kingcounty.gov/property/permits/codes/growth/GMPC/CPPs.aspx>

**Policy analysis – Economic Development Element
3/20/14 Draft**

PROPOSED NEW SECTION NAMES/ORDER:

1. **Business Climate** [changed from “Economic Climate”]
2. **Community Livability** [changed from “Community Livability and Economic Growth”]
3. **Education** [new section]
4. **Diverse and Dynamic Places** [changed from “Maintaining and Revitalizing Commercial Areas”]
5. **Planning and Infrastructure** [no change]
6. **Business Retention and Recruitment** [no change]
7. **Implementation Strategies** [changed from “City Development Strategies”]

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
	<p>Overview</p>		
Chapter Goals	<p>To pursue a strong local economy consistent with a sustainable natural environment and a high quality of life in order to provide:</p> <ul style="list-style-type: none"> • Employment and other economic opportunities for residents of Bellevue and the central Puget Sound region; • Vibrant commercial areas to serve the needs of the city and region; and • A solid tax base to support local services. 		<p>Details describing specific City actions would be provided in the City’s Economic Development Strategy (as opposed to the Comp Plan). The Strategy document discusses where the City will take direct action and investment, and where the City will partner with other actors. The Strategy also adds layers to the Element’s broad goals and themes, such as: attracting <u>talent</u>; growing the presence of <u>universities</u>; increasing <u>global investment</u>; <u>broadening opportunities</u>/paths to prosperity for wide range of residents; helping develop variety of <u>housing</u> choices; contributing to solving <u>regional</u> challenges; and helping enhance and create</p>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
			diverse and dynamic <u>places</u> .
Sections (no policies)	<p>Economic Profile of Bellevue</p> <ul style="list-style-type: none"> • Employment Trends • Corporate Headquarters and Major Employers in Bellevue • Bellevue’s Future Economic Development Prospects • Strengths • Challenges 		
Section 1.	<p>Economic Climate To build and nurture a positive economic climate that will attract and retain high quality firms.</p>	Section 1.	<p><i>[Rename Section:]</i> <u>Business Climate</u></p>
ED-1	Maintain a business climate that supports the retention and expansion of the city’s economic base.	1	<i>[No change]</i>
		2	<p><i>[Add new policy:]</i> <u>Promote local businesses and locally-produced goods.</u></p>
ED-2	Continue to provide high quality and cost efficient city services and facilities, and promote this as one of Bellevue’s outstanding economic development assets.	3	<p><i>[Revise policy to make clearer the link between evolving nature of community needs and the cost of city services:]</i> Continue to provide high quality and cost efficient city services and facilities <u>consistent with the community’s priorities and growth</u>, and promote <u>these</u> as one of Bellevue’s outstanding economic development assets.</p>
ED-3	Develop and maintain regulations that allow for continued economic growth	4	<i>[No change]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
	while respecting the environment and quality of life of city neighborhoods.		
ED-4	Maintain an efficient, timely, predictable and customer-focused permit process, conducted in a manner that integrates multiple city departments into a coordinated entity.	5	[Revise:] <u>Continue to maintain an efficient, timely, predictable and customer-focused permit processes</u> , conducted in a manner that integrates multiple city departments into a coordinated entity, <u>recognizing the role development in creating places for economic activity.</u>
ED-5			[Moved to "Implementation" section]
ED-6	Consider the impacts of the city's policies regarding taxes, fees and utility rates on Bellevue's economic development goals, while recognizing the balance between economic development, the maintenance of high quality services, and the financial health of city government.	6	[No change]
ED-7			[Revised and moved to "Community Livability" section]
ED-8	Recognize and consider the economic and environmental impacts of proposed legislative actions prior to adoption.	7	[No change]
ED-9			[Revised and moved to "Education" section]
ED-10			[Moved to "Education" section]
ED-11			[Revised and moved to "Business Retention" section]

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
ED-12			<i>[Moved to “Community Livability” section]</i>
ED-13			<i>[Delete; now incorporated into ED-12 in “Community Livability” section]</i>
ED-14	Work with the business community and residential interests to promote community interests and to address differences in a manner that minimizes conflict.	8	<i>[No change]</i>
ED-15			<i>[Revised and moved to “Implementation” section]</i>
ED-16			<i>[Revised and moved to “Implementation” section]</i>
Section 2.	Community Livability and Economic Growth To invest in making Bellevue more livable, recognizing that a high quality of life attracts the creative talent that propels economic growth, with the proper consideration of environmental impacts and community concerns.	Section 2.	<i>[Rename Section:]</i> Community Livability
ED-17	Recognize the economic development benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high quality urban design. Strengthen the city’s assets in these areas as an explicit component of the city’s economic development strategy.	9	<i>[No change]</i>
ED-18	Encourage high quality design and urban amenities for public and private development, maintaining development standards to recognize that a quality built environment helps attract the talented workers who will sustain economic growth.	10	<i>[No change]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
ED-7	Encourage an adequate supply of workforce housing that meets the needs of the city's diverse employment base.	11	<i>[Moved from ED-7 and revised]</i> <u>Encourage development of an increased supply of housing alternatives that will meet the needs of a broadening employment base.</u>
		12	<i>[New policy]</i> <u>Add additional reference to the priority of supporting existing and new dynamic places as they enhance/support the city's economic vitality? E.g., Cultivate development of diverse, distinctive, well-defined places that invite community activity and gathering.</u>
ED-12	Develop an environment that fosters respect for all individuals and groups.	13	<i>[Moved from ED-12 (and incorporating ED-13)]</i> <u>Develop an environment that fosters respect for all individuals and groups and promotes equal opportunity.</u>
ED-13	Encourage and promote employment opportunities for all residents, including youth.		
		3	<i>[Insert new section:]</i> <u>Education</u>
		14	

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
		15	<p>[New Policy/theme: Adults/Talent Hub] <u>Encourage the continued investment in higher education that creates economic stimulus to local businesses, such as through research and development.</u></p> <p><u>Encourage accessible higher education and training opportunities that increase economic opportunity for the community.</u></p>
ED-9	Encourage the provision of a high quality primary, secondary and post-secondary public education system in Bellevue.	16	<p>[Moved from ED-9 and revised] <u>Support, including through partnerships with existing and new institutions, the provision of a high quality primary, secondary and post-secondary public education system in Bellevue.</u></p>
ED-10	Facilitate efforts of businesses and institutions to train workers for today’s and tomorrow’s jobs, and support continuing education in the community.	17	<p>[Moved from ED-10] Facilitate efforts of businesses and institutions to train workers for today’s and tomorrow’s jobs, and support continuing education in the community.</p>
			<p>[Move up Section on Places (formerly “Maintaining and Revitalizing Commercial Areas”)]</p>
Section 4.	<p><u>Maintaining and Revitalizing Commercial Areas</u> <u>To maintain the quality of older commercial areas, promoting redevelopment and revitalization as needed to maintain their vitality.</u></p>	Section 4.	<p>[Rename Section:] <u>Supporting Diverse and Dynamic Places</u> [Moved to section 4]</p> <p><i>Suggest re-writing this section to more generally discuss supporting existing and new places. This is where the city can talk about ED benefit of having vibrant, fun, attractive places around the city. Can include reference to commercial areas, but not focus on rehabilitating shopping centers, necessarily. The ED Strategy can</i></p>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
			<i>focus on that if it is deemed an immediately needed goal.</i>
ED-25			<i>[Moved to and combined with ED-5 (moved to Implementation section)]</i>
			<i>[New policy to be drafted]</i> <u>Continuing emphasis on downtown, including as a major regional center and retail destination.</u>
			<i>[New policy to be drafted]</i> <u>Continuing emphasis on retail strength, an engine of economic activity and magnet for visitors.</u>
			<i>[New policy to be drafted]</i> <u>Continuing focus on assisting other key developing commercial areas.</u>
			<i>[New policy to be drafted]</i> <u>Support efforts that promote tourism, hotel, retail and arts businesses.</u>
			<i>[New policy]</i> <u>Emphasize the value of a range of commercial centers, from transit-oriented development to small neighborhood centers. Support diverse business types, local and start-ups and make neighborhoods more attractive.</u>
ED-26	Where commercial areas are in decline, work with businesses and other stakeholders to identify corrective actions, which may include: 1. Planning for new uses and new urban forms, leading to proposals for changes to the Comprehensive Plan and zoning 2. Developing incentives and other strategies to promote re-investment.	18	<i>[No language change]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
	3. Targeting investments in public infrastructure that may help catalyze new private sector investment.		
ED-27	Where a commercial revitalization effort involves significant changes to plans and regulations that may impact a residential neighborhood, develop strategies to avoid or minimize these impacts.	19	<i>[No language change (moved from other section)]</i>
ED-28	Facilitate the redevelopment and re-invigoration of older neighborhood shopping centers that are experiencing decline. Work with stakeholders to transform such centers into high quality and dynamic retail/mixed use commercial areas that also provide a gathering place and sense of community for the neighborhood.	20	<i>[No language change (moved from other section)]</i>
Section 3.	Planning and Infrastructure To develop the land uses and infrastructure to support the needs of the businesses Bellevue wants to retain, grow and attract, with the proper consideration of environmental impacts and community concerns.	Section 5.	<i>[No change to section name]</i>
ED-19	Maintain and update integrated land use and transportation plans to guide the future of the city’s major commercial areas and help them respond to change.	26	<i>[No change]</i>
ED-20			<i>[Move to Implementation section]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
ED-21	Continue to identify, construct and maintain infrastructure systems and facilities required to promote and sustain a positive economic climate. Anticipate needs and coordinate city infrastructure investments with economic development opportunities.	27	<i>[No change]</i>
ED-22	Provide a reliable source of high-quality water at a reasonable cost.	28	<p><i>[Suggest deleting, or revising to mirror the ED aspects of other infrastructure-related ED policies, e.g.:]</i></p> <p><u>Maintain and seek to improve communications, electric utility and other infrastructure citywide to support the city’s economic needs and growth of high-technology businesses.</u></p>
ED-23	Facilitate private sector efforts to implement state-of-the-art technology, including communication technology, throughout the community.	29	[Merge with revised policy above.]
ED-24	Maintain land use development standards within the city’s commercial areas that promote high quality, aesthetically attractive development, in order to add economic value to these areas and to ensure they are good neighbors.	30	<i>[Delete – already covered in Land Use and Urban Design Elements.]</i>
Section 5.	<p>Business Marketing, Retention and Recruitment</p> <p>To provide an effective, coordinated program in business marketing, retention and recruitment, with the leadership and level of resources needed to accomplish this mission.</p>	Section 6	<p><i>[Rename section]</i></p> <p><u>Business Retention and Recruitment</u></p>
	Build on the strengths of Bellevue’s diverse residents and businesses to	31	<i>[Revised and moved from ED-11]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
ED-11	increase connections and relationships with other countries.		<p><u>Build on the strengths of Bellevue’s diverse residents and businesses to increase connections and relationships with other countries as Bellevue develops into an increasingly global business center</u></p> <p><i>[Possibly make more aggressive, with general reference to what is detailed in the ED Strategy relating to positioning Bellevue as a major global business hub. Add detail about further supporting our developing international connections?]</i></p>
ED-29	Provide city leadership and direction to maximize the business retention and recruitment efforts of Bellevue’s economic development partners.	32	<i>[No change]</i>
ED-30			<i>[Moved to “Implementation” section and revised as noted there]</i>
ED-31	Create a vision that clearly communicates Bellevue’s future as the leading Eastside employment and activity center, as a visitor destination, and as a leading American city. Communicate this image within the Puget Sound region and beyond.	33	<p><i>[Revised, incorporating ED-36:]</i></p> <p>Create a vision that clearly communicates Bellevue’s <u>vision, including future</u> as at the leading <u>regional-Eastside-</u>employment and activity center, as a visitor destination, and as a leading <u>American-global</u> city. Communicate this image within the Puget Sound region, <u>nationally and internationally.</u> and beyond.</p>
ED-32	Develop partnerships with other organizations, such as the Chamber of Commerce, the Bellevue Downtown Association, King County Economic Development Commission, the Port of Seattle, and others, to effectively market Bellevue’s economic assets.		<i>[Delete; not needed to support ongoing partnerships.]</i>
ED-33	Promote and nurture entrepreneurial development in Bellevue, by	34	<i>[Possible revision/update:]</i>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
	supporting efforts such as the Bellevue Entrepreneur Center and exploring ways to retain or create areas where small or emerging businesses can develop and flourish.		Promote and nurture entrepreneurial development in Bellevue, <u>including by supporting the efforts of organizations that advance entrepreneurship such as the Bellevue Entrepreneur Center and by exploring ways to retain or create areas where small or emerging businesses can develop and flourish. Engage in efforts to build the entrepreneurial ecosystem, maintain amenities that are important to the talent base, and collaborate with companies that are leaders in technology innovation. [last, highlighted sentence could be deleted?]</u>
ED-34	Seek ongoing private sector guidance for the city’s marketing and development efforts, to ensure this work is on target and well connected to the city’s private sector partners.	35	<i>[Revise to more generally refer to city’s intent to incorporate private sector guidance in ongoing ED strategic planning, marketing and implementation.]</i>
ED-35	Provide adequate resources to support a first-rate economic development program, while leveraging private sector contributions as appropriate.		<i>[Delete]</i>
ED-36	Recognizing that Bellevue is highly interrelated to the larger regional economy, foster collaboration with other cities on the Eastside, Seattle, and the larger region to meet common marketing, retention and recruitment interests.		<i>[Revise]</i> <u>Collaborate with other cities on the Eastside, Seattle and the Puget Sound region to advance regional economic development strategies.</u>
Section 6.	City Development Strategies To develop organizational and financial tools that allow the city to leverage private sector resources to accomplish Bellevue’s economic development goals.	Section 7.	<i>[Rename Section:]</i> <u>Implementation Strategies</u>
ED-37	Consider the use of organizational and financial tools to leverage private sector resources in accomplishing the city’s economic development and land use vision.	36	<i>[Minor revision to reference separate strategic planning work/document:]</i> Consider the use of organizational and financial tools <u>and investment, including public-private partnerships where appropriate, to catalyze or leverage private sector and other resources to</u> accomplish the city’s economic development

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
			<u>strategy</u> and land use vision.
ED-38	Facilitate economic development in commercial areas through public/private partnerships if the activity is consistent with the city’s adopted policies, if there is a compelling public benefit, and if there is an acceptable level of risk.		[No change]
ED-20	Encourage economic development in designated locations through a mix of incentives, regulations, and strategic investments that support the city’s adopted plans.	38	[Moved from ED-20 and revised to add “economic and planning data, business assistance services”] <u>Encourage economic development through a mix of incentives, regulations, economic and planning data, business assistance services, and strategic investments that support the city’s adopted plans.</u>
ED-15	Cooperate and coordinate with local and regional government and economic agencies to implement the countywide economic development policies.	39	[Moved from ED-15, merged with ED-36 and revised to be more forceful] <u>Actively coordinate with local and regional government and economic agencies to develop and implement countywide and regional economic development policies.</u>
ED-16	Ensure that economic development strategies are reviewed regularly to be flexible and to respond to changes in the market.	40	[Revised and moved from ED-16] <u>Maintain and regularly update the City Economic Development Strategy and ensure the City’s focus areas and goals are forward-looking and targeted while being flexible enough to be able to respond to market changes.</u>
ED-5	Facilitate the collection, analysis and dissemination of information that contributes to economic activity.		[Moved from and combined ED-5 and 25] <u>Facilitate the collection, analysis and dissemination of economic information that</u>

Policy #	Existing Goals/Policies	New Policy #	Analysis of Possible Change
ED-25	Work with the private sector to evaluate economic trends, opportunities and needs of key industries, with the intention of anticipating issues and taking early action to avoid decline in the city's commercial areas.	41	<u>contributes to economic activity, anticipates economic issues, and helps identify early action to avoid decline in the city's commercial areas.</u>



DATE: March 20, 2014

TO: Chair Tebelius and Members of the Planning Commission

FROM: Paul Inghram, ACIP, Comprehensive Planning Manager
452-4070 pinghram@bellevuewa.gov

SUBJECT: Comprehensive Plan Update

The March 26, 2014, study session is an opportunity to continue to review the city's adopted Community Vision statement and discuss how to frame an updated Vision. The Community Vision is core part of the Comprehensive Plan. Reviewing it is an integral part of the city's overall ten-year update of the Comprehensive Plan goals and policies. This study session will review early direction from the Planning Commission and other boards and commission, assess the existing Community Vision statement, and work to identify potential improvements.

No formal action is requested at this study session. The City Council is also invested in defining the city's vision for the future. The outcome of the Council's work will be helpful in further developing a draft Vision for the Comprehensive Plan. At this time, feedback from the Planning Commission can help define principles to guide the update and key categories or themes. Following this study session, upcoming Council direction will help develop the themes into a complete draft for public review.

Ultimately, the draft Community Vision statement will be formally reviewed as part of the draft Comprehensive Plan update later this year at which time the Planning Commission will be asked to make a recommendation to the City Council.

BACKGROUND & ANALYSIS

The Comprehensive Plan captures the community's vision for the future of Bellevue, sets policy that directs City actions and decisions, and guides capital investments. Bellevue is periodically required to update its Comprehensive Plan to ensure continued compliance with the state Growth Management Act and, just as important, to ensure it reflects the dynamic changes and trends that have and will continue to affect the growth of the community.

Community Vision

The Planning Commission began the update of the Comprehensive Plan with a study session on the Community Vision on June 13, 2012. The Community Vision is a foundational part of the Comprehensive Plan. It establishes the vision for where the community wants to be in twenty years. As "goal posts" for the future, it guides the various goals and policies of the plan, ensuring that they work together toward a common and integrated objective. Updating the Vision is a critical step in the overall plan update process and establishes a key reference point

for the other elements of the plan. As they are updated we will be able to ask, are the revisions consistent with working toward the community's desired vision? Just as the Vision is important during the update process, the Vision continues its significance for the life of the plan providing overarching guidance to the city organization and helping departments align toward a long-term goal for the community.

A vision is meant to guide the plan for the entire 20-year period or even beyond and is intended to be more challenging than strategic or short-term goals. Ideally, a vision should be aspirational, setting a high, yet achievable, bar. It should represent a dynamic tension that challenges the community and the organization to reach toward a better future and beyond today's achievements. A vision should also be based on the values of the community and it should speak to entire community. It is a statement of achieving what the community cares most about, and in turn, guides the actions and priorities of the plan.

Unlike vision statements for corporations, which are typically narrowly focused, a community vision must be sufficiently broad to encompass the community's most important attributes. However, a vision statement benefits from being short, pithy, to the point and memorable. The easier a vision statement is to read and comprehend, the more likely it will be remembered and used in the organization. A shorter vision statement, by its nature, helps an organization have greater focus and therefore better aligns competing strategies. Alternatively, a longer vision statement will be more inclusive and better capture the varied elements of the organization and community. When the City Council reviewed the current Vision at their meeting May 13, 2013, they recognized this conundrum by identifying the potential for the Vision to be more comprehensive, while at the same time acknowledging the desire for the Vision to be more concise.

It is also key for a vision to be specific to its community. The Bellevue Community Vision should reflect Bellevue's aim, not that of some other community. The challenge is that people in all communities share many of the same values and objectives. We all have a mutual vision for safe communities, good schools, employment opportunities and freedom. However, to be meaningful a vision should help guide the community in a way that is unique compared to other cities. Restating fundamental human needs should be done only in a way that is specific to the community. It is appropriate for the vision to speak broadly about the entire community, and not be focused only on the aspects of the city organization. The city, as a municipal organization, orients itself to help the community achieve its vision. Meanwhile, there may be many aspects of the community's vision that are accomplished through the businesses, agencies, and citizens in the community with limited involvement of the city organization.

Current Bellevue Vision

The intent of the Comprehensive Plan update is not to start over from scratch or to reinvent the plan for the community. It is to adjust the plan where necessary to respond to changes to the community and the world while retaining continuity that pulls from the city's past. Similarly, the community's vision for 2035 is anticipated to be very similar to the vision for 2025 that the community has held previously and yet it may need to be adjusted to recognize changes and the community's evolving direction.

The current Community Vision (Attachment 1) has fourteen vision points, each with a short narrative statement. It paints a picture of a vibrant urban city that serves as the hub of the Eastside, a “city in a park” with a strong downtown juxtaposed with lush green spaces. It envisions a diverse transportation system that includes a form of high capacity transit, housing that meets the community’s needs, and a community that cares and nurtures all of its people. It envisions a safe community and a city organization that is responsive and a leader addressing regional issues.

In addressing the many facets of the community and the city organization, some argue that the current Vision is too long. Many remember “City in a Park,” or a few of the other vision points, but it is difficult to remember the Vision as whole. Some of the Vision points appear to overlap. Several parts of the Vision talk about Bellevue’s role as a hub or a center of the Eastside and others talk about the city’s regional role. There are Vision points regarding the downtown and city’s economic strength, which share similar elements. Many of the current Vision statements are appropriately graphic, expressing a clear, easy to envision future. Others might hint of jargon and some parts may be overly precise for a citywide vision.

The Vision paints a vivid picture of Bellevue’s future that continues to be widely shared. However, with changes to the community since 2004, it may be missing potential key qualities. The City Council in its May review suggested that the Vision should be more oriented on people. The current Vision is focused mostly on the character of the place and could be enhanced to talk more about the community itself.

The Vision highlights Downtown Bellevue, but its suggestion of Downtown being “alive 18 hours a day” may be dated. Other commercial and mixed centers are not well represented in the Vision. The Vision supports a strong transportation system, yet is not articulate about the need for local, neighborhood connectivity and was written before plans were set for light rail. The Vision includes culture and diversity, although it may not be reflective of the significant increase in diversity that the city has experienced since 2004. The Vision is also largely silent about schools, while it is widely known how valued Bellevue’s schools are to the community.

Public Review

During a joint commissions forum and early public outreach where we asked people about the future of Bellevue, affordable housing, environmentally friendly stormwater management, increased mobility options, protecting and enhancing green space, ethnic diversity, and economic growth were most discussed.

A summary of two visioning forums, one with the boards and commissions and one open to the general public, is included in Attachment 2. Overall, people expressed that Bellevue is a great place to live and strongly identified with their neighborhoods. There was a tension between the desire to protect what is here now and wanting to enhance, improve, and change things for the better. People envisioned a future in which they had better transportation options, more housing options to choose from, and were better connected to shops, services, and community gathering places in their neighborhoods.

The city continued to listen to the community through the Bellevue's Best Ideas campaign and more recently with several focus group sessions that asked people to prioritize those vision statements that were most important to them and that would take the most effort to achieve.

Based on the proceeding work, staff crafted 54 vision statements grouped in six review categories. The six categories were: natural and sustainable; designed for people; strong economic centers; arts, culture, and diversity; healthy and secure community; and aspirational government.

There was a high degree of consistency in the responses, which speaks well to the shared values in the community. Environmental stewardship and keeping Bellevue as a "City in a Park" were very important to participants. Participants embraced continued development of Downtown as the economic and cultural center of the Eastside, but also saw the potential to develop flourishing districts in BelRed and Eastgate/Factoria. People enjoy the quality of life Bellevue has to offer with safe and strong neighborhoods, good schools, and great public facilities. They also supported a vision that continued to improve quality of life and make it available to all in the community through affordable housing, improved mobility and more transportation choices, especially, creating neighborhood gathering places, embracing diversity, and ensuring inclusivity. We heard that diversity is not the same as culture. That diversity should be integrated into all parts of the Vision and the Comprehensive Plan. And there was support for vision statements that are representative - those that, if achieved, would be indicators of broad success across specific objectives. A summary of the vision statements workshop meetings is included in the attached report (Attachment 3).

Future Trends and Challenges

For the Vision to remain relevant it must be stated in the context of today's city and the challenges that the city faces moving into the future. Bellevue has evolved rapidly over the last 100 years and continues to advance. First incorporated in 1953, Bellevue is now a city of more than 130,000 residents and about 140,000 jobs.

After several decades of expansion, annexation has all but ceased. The city is now nearly completed framed by lakes Washington and Sammamish to the east and west and by state parks Bridle Trails and Cougar Mountain to the north and south. Other edges of the city border Kirkland, Redmond, Issaquah, Newcastle and Renton. Without the opportunity to annex, future growth will be focused inward, largely directed to the city's Downtown and other urban centers. Nearly all future residential development in Bellevue will be in the form of multifamily and mixed use development. Likewise, much of the future commercial and retail development will become increasingly multi-story.

Downtown showed explosive growth in the last decade and became significantly more residential. Downtown Bellevue was the city's fastest growing neighborhood with its population increasing 176 percent from 2000 to 2010 and the amount of households with children living Downtown is comparable to other Bellevue neighborhoods. Nearly half of the city's future growth by 2035 is anticipated to occur Downtown, increasing its prominence in the region.

Arts organizations are increasingly making Downtown Bellevue their home. In addition to the Bellevue Arts Museum, work is progressing on developing a performing arts center. And BelRed is home to a number of arts-related and arts-making organizations, such as PNB's ballet school.

Our population is also diversifying, with about 1/3 of residents foreign born, and growing older. Bellevue's average age is greater than that of King County. Those numbers are likely to increase. As the demographics change, demands for services, recreation opportunities and housing types may follow.

Light rail is now funded and under final design, expected to be operational in 2023. And while, light rail will provide the community with an additional transportation option, traffic congestion is likely to remain a concern and the community has increasing interest in local, neighborhood oriented mobility.

Even as the city continues to grow and become more urban, the community has a keen interest in maintaining and enhancing its park-like image and restoring the environment. Expanding the city's tree canopy, improving water quality in streams and lakes, and addressing global concerns about the climate will be challenges.

Bellevue is an affluent community, yet there are those in poverty and housing remains unaffordable to many that work here. Supporting families in need and addressing housing affordability were adopted as two key elements of the Vision in 2004, yet both remain as vexing challenges.

Assessment Summary

Intent with update:

- *Not to start over from scratch*
- *Up to date to reflect current times, future challenges and current interests of the community*
- *Continuity that pulls on the city's past*
- *Improve how the vision works/reflects the nature of the community*
- *Make the vision more accessible, usable (shorter)*

What's missing from current vision?

- *Emphasis on people*
- *External environmental aspects/GHG/environmental footprint*
- *Recognition of other MU districts*
- *Neighborhood/local connectivity (as opposed to regional transportation)*
- *Downtown is alive more than 18 hours*
- *Diversity of community*
- *Inclusivity of city*

<ul style="list-style-type: none"> • <i>Emphasis on schools</i>
<p>Key challenges or elements of the future:</p> <ul style="list-style-type: none"> • <i>Most growth will be focused Downtown</i> • <i>Other growth will be in other centers, not in SF neighborhoods</i> • <i>Increased diversity</i> • <i>Increased global connections</i> • <i>Light rail</i> • <i>Housing prices remain out of reach for many</i> • <i>Need to preserve and improve environment and parks even while the city becomes more urban</i>
<p>We also routinely hear people in Bellevue talk about:</p> <ul style="list-style-type: none"> • <i>Abundant greens and open spaces</i> • <i>Safe neighborhoods</i> • <i>Outstanding schools</i>

Framing a New Community Vision

While staff presented a first draft of an updated Community Vision at the last Planning Commission meeting, it may be useful to step back and define a set of guiding principles and primary themes for the Vision. These would provide direction to staff in developing an updated draft. It would also allow time for the Council to provide direction related to its strategic visioning process that could then be incorporated into the Comprehensive Plan Community Vision.

Guiding principles could include elements of functionality and organization, how it community's the community's values, and the accessibility and utility of the document. How well it guide the use of the Comprehensive Plan? Is it understandable? Is it aspirational, yet implementable? Is it clear?

The Commission could also begin to categorize areas of the vision. **Themes** help group related elements of the vision and can tie together interrelated concepts. The prior Community Vision has fourteen distinct vision statements. Should all of these themes be maintained? Should they be consolidated?

Next Steps

Development of the draft Vision will be discussed with the City Council and continued public input will be solicited throughout the overall Comprehensive Plan update process. Ultimately, the draft Vision will be included in the draft Comprehensive Plan, which will be considered through a public hearing, formal recommendation by the Planning Commission and taken up for City Council action.

ATTACHMENTS

1. MEETING THE CHALLENGES FOR TOMORROW, Bellevue 2025 (current Community Vision statement)
2. Summary Table of Visioning Comments, January 2013
3. Vision Statements Workshops Summary Report, January 2014

MEETING THE CHALLENGES FOR TOMORROW

Bellevue 2025

Imagine the Year 2025

The following is a mental picture of Bellevue's ideal future, assuming the goals and policies of this Comprehensive Plan are successfully realized.

A “City in a Park”

Bellevue's open space network reinforces its reputation as a City in a Park, providing abundant access to the natural environment, continued development of community parks, and newer neighborhood and mini-parks. An extensive waterfront park opens Meydenbauer Bay to Downtown and other parts of West Bellevue and, on the other side of the city, a major park provides swimming and boat access to Lake Sammamish. The city's open spaces are linked with trails and greenways that provide wildlife corridors, pedestrian routes, neighborhood connections, and access to magnificent views of the lakes and mountains.

A dedicated steward of environmental quality, where key natural features are preserved and restored

Bellevue takes the lead in promoting a quality, sustainable urban environment. Growth is occurring without harm to environmentally sensitive land and water resources. Many wetlands, riparian corridors and shorelines are protected in their natural state; others are being restored so they provide higher quality fish and wildlife habitat. As a result, more salmon are found in local creeks and streams, fish are spawning in several locations. The urban forest is recovering, and in many parts of Bellevue the tree canopy is increasing. These gains have been achieved through a combination of city programs, incentives, education, and regulations.

A model of superior urban design and “people places”

Commitment to urban design has helped make Bellevue a city of distinction, with “people places” that nurture a sense of community and neighborhoods that retain their unique character despite growth



Sidewalk cafes and retail shops bring local residents and business people to Old Bellevue.

and change. Key historic features are preserved, linking us to our past. Bellevue has completed the annexation of land within its urban growth boundary, and all development now occurs under the city’s design and environmental protection guidelines.

A community of diverse and vibrant neighborhoods

High quality neighborhoods make Bellevue a “great place to live.” Individual homes are well maintained, as are the public facilities that serve the residents. Remodeling and upgrading have made older neighborhoods attractive to young families, while respectful development has enabled these neighborhoods to retain their character. At the other end of the spectrum, new, higher density neighborhoods thrive in the Downtown and in mixed-use areas like Factoria.



The Crossroads Park serves a diverse community.

Neighborhood shopping centers have redeveloped to meet the needs of nearby residents, and all Bellevue neighborhoods are now linked to schools, parks, and commercial areas by a complete pedestrian system of sidewalks and trails.

A city that meets the housing needs of all citizens

The diversity of housing types and densities reflects the variety of needs in the community and Bellevue’s changing demographics. The city has options for families with children, couples, singles, and seniors. Some of these options are innovative, such as transit-oriented development, cottages and other small-lot single family housing, and accessory dwelling units. Bellevue’s support of regional efforts to create affordable housing has paid off, and people who work in Bellevue can afford to live here. Affordable housing options are available for retail and personal service workers, a significant part of Bellevue’s workforce, and for residents with low incomes or special needs.

A regional economic center with a strong and diverse economy

Bellevue’s economy is dynamic and resilient, due in part to its highly educated workforce. Firms employ people in such fields as technology, health care, finance,

law, professional services and international trade. Attracted to the quality of life in this community, energetic and talented workers create a culture of innovation and new companies offer solid family-wage jobs. Retail employment continues to be another strong focus, and tourism is an expanding industry as entertainment and cultural amenities flourish.

A city with a great Downtown—viable, livable, and memorable

Downtown Bellevue is the hub of the Eastside’s economy, with a vibrant mix of office and retail employment, arts and cultural attractions, hotels, and housing, linked to the Puget Sound region by regional freeways and the High Capacity Transit system. More than 60,000 people work here, and almost 14,000 live in high quality apartments and condominiums. Vital residential neighborhoods surround the core and, in the southwest corner, Old Bellevue thrives as a unique area with a strong sense of Bellevue’s past. The entire Downtown is pedestrian-friendly, and is humming with activity in a variety of public places, including the NE 6th Street Pedestrian Corridor and Bellevue Way’s “grand shopping street.” Restaurants, theaters, museums, nightclubs, a major performing arts center and other attractions bring Downtown alive 18 hours a day.



Mixed-use developments offer additional housing choices for residents.

The Eastside’s transportation hub, offering an array of mobility choices

The city’s transportation system is based on moving people and goods rather than moving cars. Auto dependency has been reduced by convenient and workable alternatives, including connections to the High Capacity Transit system, frequent neighborhood transit service, enhanced use of carpools, and an integrated pedestrian and bicycle system. Emphasis is on balance, not on the use of one mode to the exclusion of others. Both land use and transportation work together to provide mobility and to shape a high quality urban environment, less dominated by the auto and more sensitive to air quality, energy conservation, and protection of livable neighborhoods.

The center of arts and culture for the Eastside

Supported by strong leadership in both the public and private sectors, Bellevue has a national reputation for the visibility and strength of its arts and cultural offerings and the capacity of its cultural institutions. Unique and dynamic cultural districts have emerged in Downtown, Crossroads, and Eastgate/Factoria, which enhance the vitality of these mixed use neighborhoods.



The Bellevue Arts & Crafts fair draws more than 300,000 visitors to Bellevue each July.

Based on these attractions, and its ability to celebrate its ethnic and cultural diversity through the arts, Bellevue is known as a “must visit” place in the region. This enhances the city’s attractiveness to workers and residents of all ages seeking creativity and innovation.

A community that cares for people and families in need

Bellevue is a community that cares for and nurtures all of its people. The city plays an active role in shaping and supporting a system of human services which not only assists people in times of need, but also promotes the development of healthy individuals and families. The city is a recognized leader in engaging both public and private partners throughout the region to respond to the changing needs of its people, including youth and seniors and individuals with special needs. Overlake Hospital provides “state of the art” medical care.

A safe and secure community

Bellevue residents continue to feel secure and safe, as the city places the highest priority on protecting the community and preventing crime. Preparedness remains a major focus to assure that the city can respond effectively in an emergency.

A city served by outstanding community facilities and services

Public infrastructure is in excellent shape. The city has built new streets, sidewalks, utilities and other facilities as needed, and has restored much of its older

infrastructure. All of this has been done in a way that is sensitive to and helps reinforce the character and quality of the city's neighborhoods. Bellevue has financed these maintenance, restoration and construction projects by carefully prioritizing needs, making the most efficient use of



The Eastgate Park & Ride garage provides parking for transit users along I-90.

limited funding, and in some cases finding innovative new funding sources and partnerships. The Bellevue School District has a national reputation as one of the best public school systems in the country. Bellevue Community College educates workers in the latest job skills and enriches Eastside residents with its continuing education offerings.

A leader in meeting regional challenges

Jurisdictions across the Eastside and the Central Puget Sound region have realized they must work together more effectively if the region is to make headway on such pressing issues as transportation, water supply, and environmental protection. Bellevue is recognized and valued as a leader in finding common ground and effective solutions to these interjurisdictional issues. The region continues to work together on growth management, resulting in closer-in, transit-friendly development that is less expensive to serve with public infrastructure. Farms, forests and open space are protected, and a highly valued part of this region's character.

An active and engaged community

Bellevue enjoys high levels of civic engagement as community groups, businesses and individuals work with city staff to identify and achieve community goals. The city makes citizen involvement a high priority, and Bellevue residents feel an increasing interconnectedness and sense of community. People

get involved, volunteer, and vote. The development of more community gathering places facilitates public discourse and interaction. There is an increasing capacity in Bellevue neighborhoods to participate in matters of interest, to help shape the community, and to engage in problem-solving.



Citizens in Bellevue get involved.

Summary of Visioning Comments

Joint Boards and Commissions Visioning Forum – January 24, 2013 Public Forum on Visioning – January 29, 2014

The members of the boards and commissions at the January 24 event and members of the public at the January 29 event were provided a summary of changes that have affected Bellevue since the last major planning update in 2004, including such items as growth, diversity, transportation and the environment. The forum participants were then asked four open ended questions about the future of Bellevue:

- *What is your vision for how Bellevue will be a great community 10 years from now? 20 years? 50 years?*
- *What is your vision of Bellevue’s natural environment 10 years from now? 20 years? 50 years?*
- *What is your vision for how Bellevue will be a great place for business 10 years from now? 20 years? 50 years?*
- *What is your vision for how Bellevue will be a great place for your family, or your children or grandchildren—10 years from now? 20 years? 50 years?*

Members of each forum discussed the questions in groups. There comments were recorded and are summarized in the following table.

Vision for...	Boards and Commissions Forum	Joint Forum Public Forum
Community	<ul style="list-style-type: none"> • Recognize diversity as one of Bellevue’s greatest strengths and leverage it as an economic and cultural asset • Ensure that people who work in Bellevue can afford to live here • Allow older people to age in place • Allow diverse housing types while preserving neighborhood character • Support transportation options and allow shops, services, and community gathering places close to neighborhoods • Create neighborhood gathering spaces to promote social connections 	<ul style="list-style-type: none"> • Manage the impacts of growth at the neighborhood level • Create community gathering spaces in each neighborhood • Take responsibility to help families in need and the elderly • Address the lack of affordable housing and create different housing options • Keep and attract young people in Bellevue • Create unique neighborhoods, find a niche in sports, education, or arts and culture • Maintain neighborhood character • Make communities more walkable

		and locate shops, parks, and community spaces nearby
Environment	<ul style="list-style-type: none"> • Balance future growth with the protection of the environment and preservation of open space • Update the “City in a Park” vision to include conservation, restoration, and environmental stewardship • Reduce the need for trips by personal vehicle 	<ul style="list-style-type: none"> • Protect parks to help the environment and nourish community connections • Protect and enhance green spaces • Use technological advances to shrink Bellevue’s environmental footprint • Manage stormwater impacts efficiently and without driving up the cost of housing • Promote specific programs and strategies to help the environment, like green building programs
Business	<ul style="list-style-type: none"> • Promote economic development by ensuring a good quality of life • Support a diversity of business types including small and local businesses • Ensure housing affordability and a variety of transportation options to support service jobs • Support small and local businesses, especially in redevelopment areas 	<ul style="list-style-type: none"> • Use neighborhoods to support small scale retail and local businesses • Keep policies broad on the types of businesses that should be located in Bellevue
Family	<ul style="list-style-type: none"> • Address changing needs for housing to support families and aging in place • Support higher education opportunities to help keep young adults in the community 	<ul style="list-style-type: none"> • Draw on ethnic, generational diversity as the strength of the City • Maintain the high quality of education, public safety, and public facilities including parks • Support many different types of households including single parents and younger workers • Ensure affordable housing and a diversity of housing types

FORMING our FUTURE

COMPREHENSIVE PLAN UPDATE

BELLEVUE 2035 VISION STATEMENTS WORKSHOPS

OCTOBER - DECEMBER 2013



CITY OF BELLEVUE
Planning and Community Development

FORMING our FUTURE

COMPREHENSIVE PLAN UPDATE

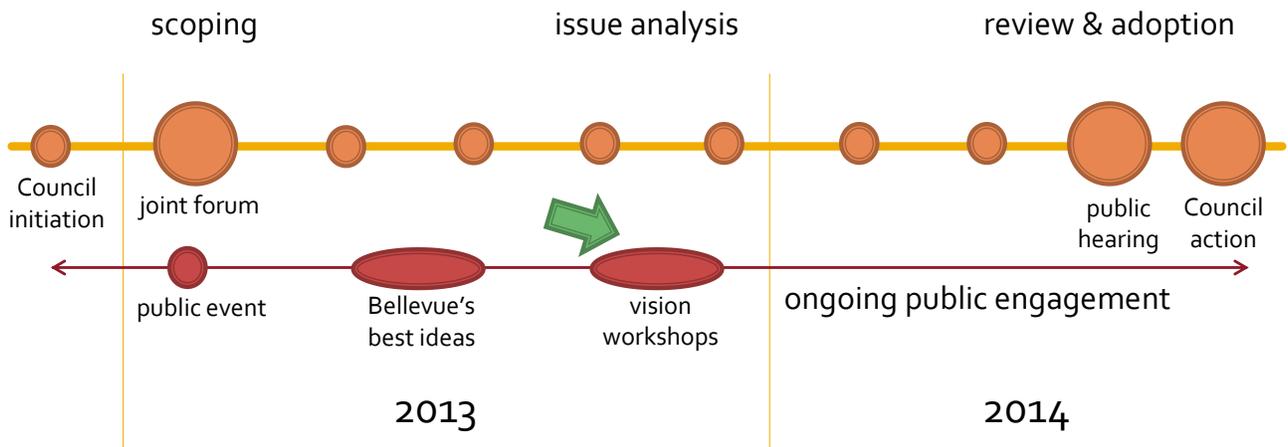
Bellevue 2035 Vision Statements Workshops

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BACKGROUND

On October 22, 2012 the Bellevue City Council initiated the 2014 Comprehensive Plan Update. This update is a major, ten-year review of the community's plan for the next twenty years. It is the time to think and plan for future generations in Bellevue.

Forming our Future: Looking ahead to Bellevue in 2035

Bellevue has transformed from a small farming community to the fifth largest city in Washington State. Through the Comprehensive Plan, the city plans for people, places to live and recreate, ways to get around, jobs and a strong local economy, schools and colleges, and a healthy environment. The Comprehensive Plan is Bellevue's vision for the future. It sets

policy that directs city actions and decisions, and guides capital investments. The plan anticipates future population and job growth and plans for how to meet those demands.

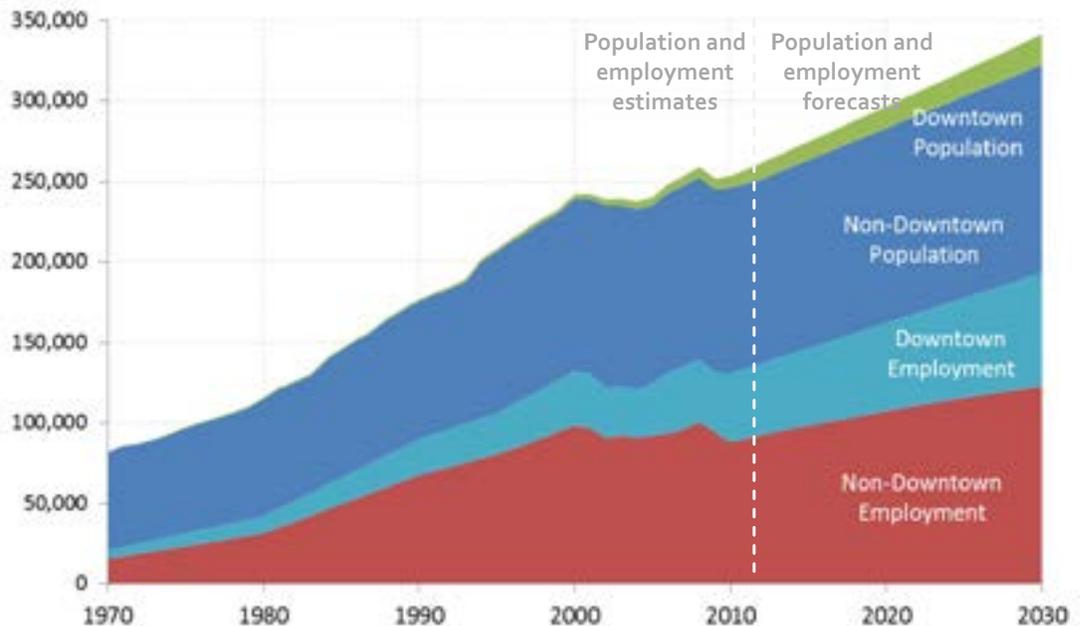
Ten years ago, Bellevue established a vision that included fourteen characteristics of Bellevue in 2025, a vision that in 2013 has only been partly realized. By 2035 Bellevue is expected to have an additional 16,500 housing units and 60,400 more employees that will work here every day. Thinking ahead to 2035, it is important to identify the community's vision of the future.

How will we preserve what is most important to us?

What are our greatest ambitions?

Population and Employment 1970-2030

- Population & employment historic trends and forecasts



In January 2013, two major events launched the Comprehensive Plan update project: the Joint Boards and Commissions Forum and a Public Forum hosted by the East Bellevue Community Council. At these events, participants were asked their thoughts on what issues should be the focus of the update, to help guide and shape the plan, and to ensure that the plan continues to embrace the community's vision. They also examined how the city has changed over the last ten years and were invited to envision Bellevue 10, 20, and 50 years in the future. At each event small groups conducted a visioning exercise built around four topics: community, environment, business, and family.

From May through July 2013, the visioning process continued with Bellevue's Best Ideas social media campaign. Bellevue's Best Ideas was an interactive website where participants could submit their ideas for Bellevue's future, comment on the ideas others submitted, and vote for the ideas they liked the best. Participants were drawn to the Best Ideas campaign through a variety of outreach efforts including a series of engagement sessions in busy public places like Bellevue library, Crossroads Mall, Bellevue Square, and Downtown Park.

Vision Exercise

With so much community input gathered in the first half of 2013, the next step was to consolidate this information into a set of vision statements that could be evaluated through another series of public engagements. Drawing from Bellevue 2025 and from newly generated ideas that came from the January



2013 forums and the Best Ideas campaign, 54 vision statements were crafted around six major themes:

Natural and Sustainable
Designed for People
Strong Economic Centers
Arts, Culture, and Diversity
Healthy and Secure Community
Aspirational Government

Participants worked in groups and were asked to review the statements and come to consensus on two questions for each of the six themes:

- Which two statements are most important to Bellevue in 2035?
- Which two statements are important AND will take the most effort to accomplish?

Groups were encouraged to edit the statements, create their own statements, and identify ideas that had been left out. Individuals could also submit their own responses and comments.

A series of workshops were held to collect input on potential vision statements. Outreach consisted of a mix of targeting stakeholder groups and engaging neighborhood and community associations. About 150 people participated in one of six workshops:

- October 16- Bellevue Essentials Class
- November 6- Bellevue Youth Council
- November 12- Eastgate Elementary
- November 21- City Large Management Team
- December 3- Interlake High School
- December 4- Bellevue Leadership Team





COMMON THEMES

Despite the broad range of participants, there was a great deal of agreement about what was most important to Bellevue in 2035.

Natural and Sustainable

Statements supporting environmental stewardship in various forms including energy efficiency, green building, conservation and protection of open space, and the restoration of local ecosystems, received the most responses. Bellevue as a “city in a park” has been an ongoing theme in the Comprehensive Plan and it remains important to Bellevue’s future as well. Alternative modes of transportation, including transit, walking, and bicycling were important for sustainability. Several statements from other themes looked at how transportation alternatives shape Bellevue in many ways, from the role in health, to connecting neighborhoods, to supporting economic development, and in creating a vibrant downtown. Good mobility and a variety of transportation choices were consistently a part of the vision of Bellevue 2035.

“*The foundational systems of the environment must be restored to address climate change. It’s our responsibility.*”

-Workshop Participant

There was some inconsistency in a couple areas within this theme. Participants ranked Bellevue being known as a “green” community as very important, and several commented that Bellevue should not just be known as a green community, but should be a green community. However, having a green image to help attract businesses was not regarded as important by most. Similarly, the statement that the city should collaborate on reducing greenhouse emissions and controlling the impacts of climate change did not resonate with most participants. Yet it was important to many people to reduce greenhouse emissions below 1990 levels, as well as to collaborate regionally on pressing issues including the environment (from the aspirational government theme). Clearly, these ideas are part of Bellevue’s broader vision of environmental stewardship, but some nuance may not have been captured by the particular statements used in this exercise.

Designed for People

Four statements were nearly universally agreed upon as important in the designed for people theme, and all broadly emphasize physical and social connections, providing diverse housing types, and creating complete neighborhoods served by parks, shops and services, and community gathering spaces. These results echo much of the input heard earlier in the visioning process.

However, statements that addressed more specific ideas such as commitment to design and historic preservation, creation of public and private gathering spaces, or aging in place were important to fewer participants. Due to the nature of the visioning work, the broader and more inclusive statements may have held more appeal. It is also interesting to note that members of the Youth Council felt





strongly that commitment to urban design, preserving historic places, and providing the necessary means to allow aging in place were very important to Bellevue in 2035. Similar statements about Bellevue's unique identity (from the strong economic centers theme) that position the city as a place of architectural distinction and nurturing a culture of creativity and innovation, were also more important to youth than to other groups.

Youth Council members will be entering middle age in 2035, but their experiences of Bellevue today are likely to be different than that of adults. So while there was a lot of consensus between groups, it is interesting to explore why youth addressed issues of community identity and sense of place.

In discussions, youth identified Bellevue as a great place to raise children. They also said that although they would probably move away as young adults, they would like to return when they had their own family. Places they were interested in living as young adults were all places that have strong identities, whether from

rural Montana to New York City. Thus it makes sense that youth would place importance on the vision of Bellevue's future as a lively and exciting place with a strong sense of identity created through innovation, historic preservation, and architectural distinction. These priorities are also generationally consistent, as the Youth Council represents the tail end of the Millennial generation (or Generation Y), which has already shown a distinct preference for lively, livable, urban environments.

Similarly, the strong support by youth for aging in place is also interesting. Youth are in a unique position to understand some of the challenges to aging in place. Like many elderly they may be tied in place by limited access to automobiles for transportation or limited incomes, and can be dependent on the social and physical connections available in their neighborhood to overcome these barriers.

Other statements that highlighted components of an aging in place strategy, such as improving transportation options, creating diverse types of

housing and affordable housing, and creating better neighborhood linkages to parks, services, and stores were rated as very important by most of the groups participating in the visioning exercise, but only the youth chose aging in place as a top priority. As youth consider the idea of raising their families in Bellevue in 2035 and creating a future for themselves, it seems rational that aging in place would be important to them.

Strong Economic Centers

Like in the designed for people theme, the statements most supported about strong economic centers were those that broadly addressed issues related to economic development and creating and maintaining thriving centers. An array of mobility choices, a high quality educational system, a high quality of life, and flourishing, active centers all were very important parts of Bellevue's 2035 vision. Other statements that addressed specific issues like the workforce, Old Bellevue, or a pedestrian-friendly downtown were less supported, but still somewhat important.

“*Thriving, small businesses promote economic diversity and local character*”

-Workshop Participant

Nurturing community character through support for small and local businesses emerged through earlier visioning work and was strongly supported in these visioning workshops. The statement that Bellevue is Washington's center of technology and innovation did not resonate well with most participants who saw this as Bellevue trying to eclipse Seattle. Yet in other ways, the vision truly looks toward the future by pushing some major planning efforts toward their desired conclusion. Participants imagined a 24-hour downtown and thriving mixed use districts in BelRed and Eastgate that create both a vibrant community amenity and a draw for the Eastside. Statements reflecting this concept were strongly supported in both the strong economic centers theme and the arts, culture, and diversity theme.



Arts, Culture, and Diversity

In terms of arts and culture, people felt it was important for Bellevue to continue to strive to become a recognized place for arts and culture. Many people envisioned Bellevue not necessarily as a national leader, however, but as both a regional and international leader in art and culture. While at first glance this may seem conflicting, Bellevue's growing diversity and strong international business connections contribute to a growing regional identity as a center of culture. The idea of Bellevue rivaling Seattle was disliked by most, with comments at nearly every workshop emphasizing the importance of Bellevue complimenting Seattle and being attractive regionally as a great place to live, not necessarily a tourist destination.

“Leverage arts and culture for human development and community development.”

-Workshop Participant

Overall, people had trouble with diversity being bundled in a theme with arts and culture. Statements that address increasing inclusivity, recognizing diversity, and engaging all segments of the community, from both this theme and the aspirational government theme, are very important to the Bellevue 2035 vision. Several discussions included comments that diversity should not be resigned to being exclusively an expression of art and culture, but woven throughout all of the themes. Some also commented that Bellevue's vision of diversity should embrace more than just ethnic and



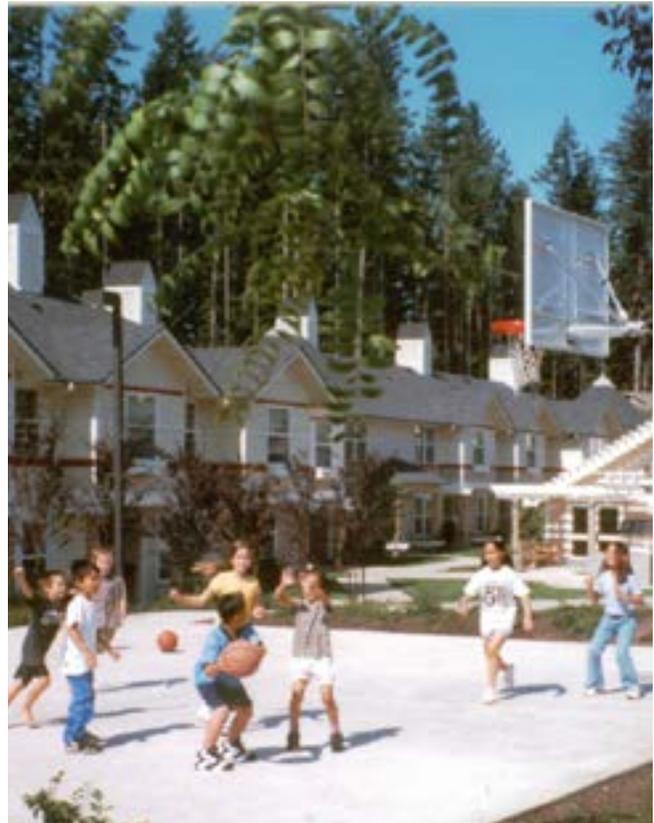
cultural diversity, but include economic and class diversity as well. As the vision is written, diversity should be addressed within several themes.

Healthy and Secure Community

Nearly all the statements in this section were ranked as important by workshop participants. The Eastgate group even created its own statement to summarize this theme: *Bellevue is committed to social equity and is a national model of a city that is dedicated to advancing the good of all, with an additional concern for the least fortunate and the most vulnerable.* Ensuring affordable housing, preventing crime, staying healthy, being prepared for disasters, and putting a system of human services in place are included among the basic building blocks of society. In discussions, participants talked about the role of the city, individuals, and other community providers in creating a healthy and secure community. While nearly everyone holds a vision of a future that is healthy and safe, there is some disagreement about whose role it is to make this happen. Perhaps this is why the statement that the city plays an active role in promoting health was least important in this theme overall.

“*We need affordable housing so all people can afford to live and work here. Teachers, grocery clerks, and students should be able to afford to live here.*”

-Workshop Participant





Aspirational Government

Open, accessible, and inclusive government, and a government that collaborates with others to solve tough issues and fund solutions to community problems, were qualities that most people envisioned for Bellevue in 2035. People also wanted to continue to maintain the high quality of facilities and infrastructure that they already enjoy. Most saw government service as a key part of the vision for Bellevue's future, but many did not like aspirational government as the name of this theme.

Statements that recognized and responded to the increasing diversity of the community were highly important to participants in this process. Although listed under the theme of Arts, Culture, and Diversity, it was very important that Bellevue be a model of inclusivity and that people of all backgrounds feel comfortable participating in the life of the city. While there are many different ways to pursue that vision, there is a strong leadership role for city government.

“Diverse communities succeed when there is the opportunity for people to connect and get to know each other.”

-Workshop Participant

It is worth mentioning that the outreach to Bellevue staff produced results that were largely consistent with the rest of the community. Staff are part of the community as residents and employees, as well as in providing service to the public through their jobs. In the aspirational government theme there were two statements chosen as very important by staff but not selected by other groups: that public infrastructure reinforces neighborhood character and quality of life and that government services are provided in welcoming locations and through the internet. The importance of these four

statements amongst staff leadership is not surprising because they align very closely with the organizational *One City* core values of exceptional public service, stewardship, and innovation. During the visioning workshop, staff discussed the importance of aligning the city's organizational mission with the vision created by the community to create the most effective results. While it would not be appropriate for the organizational mission to drive the community vision, creating a strong linkage between the two would be a benefit to the community. Potentially, both staff and the public could better understand how government works to fulfill the wishes of the community.

“*Government IS the people... people aren't consumers of government but participants.*”

-Workshop Participant

One statement that did not resonate with people had to do with funneling new growth where it can be served by existing infrastructure. This is similar to statements from other themes that summarize key concepts of growth management, such as completing annexations in the designed for people theme, or concentrating development in cities to regionally protect farms and forests from the natural and sustainable theme. While important concepts to managing growth at a regional or statewide level, and they may necessarily be a part of the Comprehensive Plan, these ideas are not the driving force behind Bellevue's image of itself in 2035.



Staff

Paul Inghram, Comprehensive Planning Manager

Erika Conkling, Senior Planner

Michael Kattermann, Senior Planner

Mike McCormick-Huentelman, Neighborhood Outreach Coordinator

Julie Ellenhorn, Community Relations Coordinator

Gwen Rousseau, Associate Planner

Janet Lewine, Associate Planner

David Pyle, Senior Land Use/
Environmental Planner

Max Jacobs, Real Property Manager

COMPILED RESULTS

Very Important (most groups agreed)

Bellevue is known as a “green” community that values environmental stewardship, energy efficiency, building green, and reducing greenhouse gas emissions.
An abundant network of green spaces support healthy people, conserve land and water resources, protect fish and wildlife, and evoke the feeling of a City in a Park.
Transit, pedestrian walkways, and bicycle paths provide healthy and sustainable options for connecting people with the places they want to go.
Neighborhoods are connected to schools, shopping, employment, and community gathering spaces by sidewalks, pedestrian and bicycle trails, or transit.
Diverse housing types reflect the variety of needs in the community, including families with children, couples, singles and seniors, and Bellevue’s changing demographics.
Neighborhoods have evolved to include a network of transportation options, proximity to community amenities, and strong social networks.
Residents have convenient, walkable access to neighborhood stores, services, parks, and community attractions.
An array of mobility choices support the city including connections to light rail, frequent neighborhood transit service, carpools, and an integrated pedestrian and bicycle system.
Flourishing mixed-use districts in Downtown, Crossroads, BelRed, and Eastgate/Factoria attract people to the heart of the Eastside.
Nationally recognized high schools and access to high quality higher education lends to the area’s economic competitiveness.
Downtown, Crossroads, BelRed, and Eastgate/Factoria have unique, dynamic cultural districts that enhance the vitality of these neighborhoods.
People from all backgrounds are engaged in civic dialog and feel comfortable accessing government services.
Bellevue is a model of inclusivity, public engagement, and providing equal access to social and economic opportunity.
People in all stages of life, especially those with low incomes or special needs, live in housing they can afford.
Bellevue is a community that cares with a system of human services responding to the needs of youth, seniors, people with low incomes, and people with special needs.
The city places a priority on protecting the community and preventing crime.
All residents enjoy clean air, healthy living conditions, and access to health care.
People who work in Bellevue can afford to live here.
Cities and government agencies collaborate to address the region’s pressing issues, such as transportation, water supply, and environmental protection.
The city government is open to and engages all members of the community, recognizing its increased diversity and cultural background
Streets, sidewalks, utilities and other public facilities are in excellent condition.

Important (more than one group agreed)

Open spaces are linked by trails and greenways that provide wildlife corridors, neighborhood connections, and magnificent views of mountains and lakes.
Environmental systems have been restored, more salmon are found in local creeks and streams, and the urban forest is recovering and the tree canopy is increasing.
A smaller environmental footprint based on compact development and transportation alternatives is an economic advantage to businesses and residents.
Greenhouse gas emissions have been reduced to below 1990 levels through increased efficiency, conservation, clean fuels, and new technologies.
Businesses and workers are attracted to Bellevue’s high quality of life, sense of community, and culture of innovation.
As the hub of the Eastside’s economy, Downtown is alive 18 hours a day with a vibrant mix of hotels, office, retail, restaurants, arts and cultural attractions, and housing.
Thriving small and local businesses promote economic diversity and reflect Bellevue’s unique character.
Its ethnic diversity, vibrant arts, and nationally recognized cultural institutions make Bellevue a “must visit” destination.
Overlake hospital provides “state of the art” medical care.
The community has planned for, and is well prepared to respond to and recover from, major emergencies and natural disasters.
Bellevue achieves its community objectives through collaboration, partnerships, and innovative methods for funding.

Natural and Sustainable
Designed for People
Strong Economic Centers
Arts, Culture, and Diversity
Healthy and Secure Community
Aspirational Government

Somewhat Important (important to one group)

Commitment to urban design and preserving key historic places distinguishes Bellevue as a people-oriented place and nurtures a sense of community.
Neighborhoods have distinct identities and support a variety of lifestyles that range from single-family housing to a vibrant mix of uses in an urban setting.
Public and private gathering spaces are welcoming places that build social connections between neighbors and create stronger communities.
Access to transportation, housing options, services, and community assets supports older adults' ability to "age in place."
Bellevue communities have a strong social network that is welcoming and resilient.
The city has a dynamic and resilient economy, due in part to a highly educated work force.
Old Bellevue thrives as a unique area with a strong sense of Bellevue's past.
Downtown is pedestrian-friendly and humming with activity in a variety of public places, including Bellevue Way's "grand shopping street," and the NE 6th Street pedestrian corridor.
Bellevue is Washington's center of technology, innovation, and entrepreneurship because of its highly educated and culturally diverse workforce.
Buildings of architectural distinction signal Bellevue's identity, enliven the urban environment, and create a lasting heritage of excellent design.
Businesses and workers are attracted to the creativity and innovation found here.
The city's public infrastructure is designed to help reinforce the character and quality of the city's neighborhoods.
The community enjoys easy access to government services in welcoming physical locations and through the Internet.

Least Important

Waterfront parks provide public swimming and boating access to Lake Washington and Lake Sammamish.
Regionally, farms, forests, and open space are protected and are within the reach of Bellevue residents.
Bellevue's image as a "green" community is an economic advantage that attracts businesses.
Bellevue is collaborating regionally to reduce greenhouse gas emissions and plan for the potential impacts of climate change.
Annexations have been completed within the urban growth boundary.
Firms employ people in such fields as technology, health care, finance, law, professional services, international trade, retail, and tourism.
Bellevue rivals Seattle as one of the top destinations in the Northwest.
The city plays an active role in promoting the development of healthy individuals and families.
New growth and development is focused in areas that are more efficient to serve with public infrastructure.

Natural and Sustainable
Designed for People
Strong Economic Centers
Arts, Culture, and Diversity
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Planning Commission Schedule

March 26, 2014

The Bellevue Planning Commission meets Wednesdays as needed, typically two or three times per month. Meetings begin at 6:30 p.m. and are held in the Council Conference Room (Room 1E-113) at City Hall, unless otherwise noted. Public comment is welcome at each meeting.

The schedule and meeting agendas are subject to change. Please confirm meeting agendas with city staff at 425-452-6868. Agenda and meeting materials are posted the Monday prior to the meeting date on the city's website at:

<http://www.bellevuewa.gov/planning-commission-agendas-2014.htm>

<u>Date</u>	<u>Tentative Agenda Topics</u>
April 9	Eastgate Plan Comprehensive Plan Update
April 23	Comprehensive Plan Update Eastgate Plan Review of Single Family Rental Housing and other code amendments
May 14	Annual Comprehensive Plan amendments public hearing Comprehensive Plan Update Eastgate Plan
May 28	Single Family Rental Housing code amendments Comprehensive Plan Update
June 11	Comprehensive Plan Update
June 25	Single Family Rental Housing code amendments
July 9	Additional code amendments
July 23	Comprehensive Plan Update

From: Stephanie Walter
Sent: Thursday, March 13, 2014 2:55 PM
To: PlanningCommission
Cc:
Subject: Individual Room Rentals in Bellevue

Planning Commissioners;

I spoke during the public comment portion of last night's Planning Commission meeting. I asked for a slightly broadened scope when developing of the permanent ordinance which will replace temporary ordinance 6128 adding verification and enforcement to the new ordinance. When I made this request, I thought it was Carol Helland and Mike Brennan's memo that had suggested the scope be narrowly tailored. If it was the direction from the Council, then I understand that it cannot be expanded. If it was city staff that asked for the narrow scope, then I renew my request to include verification and enforcement in the permanent code. Here's why:

Last year, A 1300 square foot house in my neighborhood was remodeled without permits. It made "bedrooms" out of the common living area and garage. It was to be rented to eight or nine individuals at a time on a short term basis. Before moving in, these renters were most likely strangers. Even though this number of renters exceeded the housing code in force at the time, the city's only available action was to request retroactive building permits. There was no action that could be taken to reduce the number of individuals that would live there - other than to tell them the limit was six people. There was no way to independently verify the number of people living there. Now there are six or more cars there overnight regularly.

Prior to Ordinance 6128, the City had almost no ability to curtail this individual room rental business model. It was certainly not what most Bellevue residents would think of as complying with single family zoning. But at the time nothing substantial could be done by code enforcement personnel.

Following the conversion of the 1300 square foot house, another small house a block away was also converted into individual room rentals. Even though this house had two obvious entrance doors and was likely a duplex, there was nothing the City could do. For the past year, the same owner group has been building an enormous dwelling right next door. This structure is almost 8,000 square feet. It has ten toilets and potential for fifteen or more bedrooms. It has two front entrance doors. It looks like an apartment building. It is on a narrow street with no sidewalks. Without emergency ordinance 6128, it was highly unlikely that this house would be occupied by a single family. Without an ordinance that includes verification and enforcement, there would be little to stop the owner from renting rooms individually. In this case, voluntary compliance is unlikely. There is too much money invested and too much money to be made. A 1300 square foot home rents for about \$1,800 - \$2,000 a month. With eight to nine room renters the same house would collect upwards of \$4,000 a month. The incentive to circumvent any rules is clear.

This type of rental activity is significantly different from groups of students getting together and renting a house. This is an investment group taking advantage of the shortage of available housing in our city. Their actions do not have the best interest of single family neighborhoods in mind. Their actions do not have the best interest of their tenants in mind. Their intent is to maximize a revenue stream for return on investment. This is different than someone making a profit on the sale of their home or someone renting out their former

home. This is a business where the inventory is small rooms with high monthly rents.

I would be seriously concerned if my twenty three year old daughter rented a room from this group. My daughter currently shares a house with friends in Seattle. I fully understand the economics of sharing expenses when starting out or in college. What I do not understand is allowing Bellevue residents to be put at risk by living with strangers for high rents in minimal square footage.

My neighborhood is at a tipping point and one group is pushing hard on one side. I hope we don't have to wait until someone gets hurt to take action to stop this. Please give the permanent ordinance the strength it needs to keep the family friendly quality of life in my neighborhood.

I would like to show you my neighborhood. I would especially like you to see the enormous building and the two boarding houses. Please contact me at 425-681-8519. One of my Spiritwood Neighbors would gladly give you a tour. Seeing this first hand is the best way to understand what we have been working against. You would also see the neighborhood we are trying to intently to protect.

Respectfully,

Stephanie Walter

From: Steven and Nanette Fricke
Sent: Thursday, March 13, 2014 12:32 PM
To: Steven and Nanette Fricke; PlanningCommission
Cc: Stephanie and Rick Walter
Subject: RE: Rooms for rent in Spiritwood

Please excuse the typos in the original email. I obviously clicked on send prior to proofing. I apologize.

Sent from my Windows Phone

From: Steven and Nanette Fricke
Sent: 3/13/2014 9:45 AM
To: planningcommission@bellevuewa.gov
Cc: Stephanie and Rick Walter
Subject: Fw: Rooms for rent in Spiritwood

Dear Planning Commissioners:

I attended last night's Planning Commission meeting regarding room rentals in Bellevue. I have also presented public testimony at one of your December meeting and several City Council meetings.

I am forwarding an e-mail that I sent to the Bellevue City Council, et. al. regarding what we are seeing in our neighborhood. I hope you find that request to "share a master bedroom" in exchange for services as appalling that as we do. He is either looking for some type of favors [you have to decide to what extent] and/or trying to avoid paying taxes. Either way, this is not what we want our neighborhood to turn into.

I am somewhat disappointed in how the City Council has directed the Planning Commission to develop a new rule regarding room rentals in Bellevue. As one of the commissioners stated last night, the City Council has directed you to do a job with one or both hands tied behind your back.

During the time we alerted the City Council to this issue, it has been a hot & cold relationship. Prior to my real involvement, the neighbors have been told by a City employee that they should get out of the Code interpretation business. The Spiritwood neighbors then retained a land use attorney to help advise the neighbors on how to navigate City Hall processes and to actually draft code. The City did take some of our attorney's suggestions but the City did not give us a chance to comment on the interim code until it was up for public comment.

Last week, the Lake Hills Neighborhood Association invited several people from Spiritwood and Carol Helland to speak regarding the room rental issue. Ms. Helland stated that she did not think that the neighbors needed to hire an attorney and that the neighbors should have just told her what they wanted and the City would take care of it. It appears from last night, that the City is keeping with this mantra that they know how to draft code and really does not need any help from others. Thus, I'm perplexed on how we can help the process.

As you know, I am a practicing attorney in Washington. The neighbors have previously retained a land use attorney and the land use attorney did propose amendments to the Code. We are will to continue to provide

input and propose Code amendments but we don't want to propose items that will be ultimately ignored by City Hall because City Hall knows best on how to draft code.

We totally understand that drafting Code is a complicated matter and drafting is an art and not exactly a science. But sometimes, the person who works intimately with code drafting can't see the forest through the trees and fresh set of eyes may provide a better solution. If the City is willing to be open to all suggestions, the residents will have a great faith in the process and more likely to support the ultimate solution.

To be clear, the neighbors are not out to prevent the renting of houses that are compatible with the residential character of the neighborhood and the surrounding residences. Thus, if a group of young adults want to rent a whole house, share in the duties of maintenance and upkeep of the house, that is not our primary issue. Also, if an owner wants to rent out a room to a college student attending Bellevue College, that also should be permitted. What we don't want is a single family home being converted into a multi-family house by the way of renting rooms on a short term basis (e.g., monthly). A typical multi-family house has more regulations than a single family house (e.g., fire detection, parking, etc.) The current situation is ignoring these regulations right under the City's nose.

The City Council has also dictated an aggressive schedule for the Planning Commission to get to a solution. The City representative last night stated that they have not finished the review of other jurisdictions' "solutions" to this issue. It seems to me, that you may want to have that review done first before any code revision is contemplated. No reason to reinvent the wheel.

It may be easier to meet face to face to discuss these issues rather than in a formal sitting. That way, we can actually have a conversation to get a proper solution.

Thank you once again for giving me the opportunity to speak to you on this very important issue. It has a lot of complexities and must be balanced with the need of affordable housing in our area. But the propagation of room rentals is doing a disservice to our neighborhoods and our residents.

Sincerely,
Steve Fricke

Sent from Windows Mail

From: Steven and Nanette Fricke
Sent: Monday, February 10, 2014 6:59 PM
To: council@bellevuewa.gov, EBCC@bellevuewa.gov
Cc: Brad Miyake, CHelland@bellevuewa.gov, JEllenhorn@bellevuewa.gov,

Dear Bellevue City Council and East Bellevue City Council:

We realize that the Emergency Order regarding Room Rentals is on the EBCC agenda for March. We are not sure when the Bellevue City Council will take up the Emergency Order. However, we thought it is important for you to know that

the situation is not getting any better in the Spiritwood Neighborhood. As you are aware, Brandon Lee is the person representing the investors renting out rooms. There are several room rentals advertised on Craig's List. This specific advertisement is very concerning. It appears that Mr. Lee is advertising to share his bedroom with a "Chinese Girl" for free. This advertisement really pushes the limit. By not cracking down on room rentals, the "unintended consequences" are leading to advertisements such this. As you can probably appreciate, these secondary effects of room rentals and offering to share the landlord's master bedroom is not only offensive but borders upon criminal behavior. We hope that the City is going to address this issue was a permanent and enforceable solution very soon.

Sincerely,
Steve Fricke

[contact](#) [prohibited](#) Posted: 2 days ago

Free rent for Chinese Girl 免租 (Bellevue)



I need a Chinese girl to share my house with. We will share my master bedroom and all the other areas of home. I also need help ge of my appointments and meeting with customers so you need to speak Mandarin/Cantonese. This is not about having a relationship sharing space together so we must get along.

The house is in Bellevue near the college. Please email or phone/text Brandon Lee at 206-779-5790. I am American but have a lot of Chinese customers and need some help with my business. Prefer for you to have car.

14633 SE 21st St ([google map](#)) ([yahoo map](#))

- Location: Bellevue
- it's ok to contact this poster with services or other commercial interests

post id: 4325292963 posted: 2 days ago updated: 2 days ago [email to friend](#) [best of](#)

From: Carol
Sent: Wednesday, March 19, 2014 11:26 AM
To: PlanningCommission; Matz, Nicholas; Inghram, Paul
Cc: Stokes, John; Robinson, Lynne; Robertson, Jennifer S.; Chelminiak, John; Lee, Conrad; Wallace, Kevin R; Balducci, Claudia; Carol
Subject: BRMO--JULY 2014-- zoning reevaluate

Planning Commission & Bellevue City Council Members,

I am a property owner in the BRMO area in Bellevue

In regards to the zoning reevaluation:

I would like to petition for an increased floor area ratio. (FAR) Currently the BRMO zone is the only zone in the Bel-Red Corridor that has a floor area ration (FAR) maximum of one. The current zoning hampers the development potential of the property. I would be in favor of an increase that would allow a 2-4 story structure.

Please keep be abreast of the zoning reevaluation and any meetings where this will be brought up. I would like to take part in the process.

Respectfully,
Carol Gibbs

Bellevue, WA 98004