



Wilburton Commercial Area

Citizen Advisory Committee Meeting #10

November 2nd, 2017

6:00 – 8:00 pm



Tonight's Meeting

- Economic Development
- Complete Design Discussion
 - Adoption / comments on design vision statements
 - Building / tower stepback considerations
 - Transition / buffer considerations



#ThinkBellevue

BELLEVUE'S ECONOMIC DEVELOPMENT PROGRAM AND THE
OPPORTUNITY IN WILBURTON



Tonight's Topics

- Bellevue's Approach to ED
- The Ecosystem
- Talent and Transport
- Importance of Scale
- Intentionality



Bellevue is an innovation and technology center.

Companies from the U.S., Europe, and Asia base their engineering and research teams in Bellevue.

We are a bridge into U.S. and Canadian markets. Our strong international workforce supports innovation and global solutions.



Bellevue is Puget Sound's 2nd City

- Global business center
- Specialization in technology and gaming
- 45 corporate headquarters
- 90 international businesses
- Home to industry pillars for enterprise and games
- Safe community
- Highly-rated schools
- Beautiful natural environment





Talent drives Bellevue's economy

High-Skill Occupations	Bellevue	Raleigh	Austin	Atlanta	San Jose	Salt Lake	Portland	Denver
Business, Science & Arts	60%	46%	46%	51%	43%	44%	46%	45%
Computer & Math	18%	5%	6%	4%	7%	3%	4%	4%
Engineering & Science	23%	10%	10%	7%	13%	8%	8%	7%





Two Big Recruitments



- HQ moves to Bellevue in 2020
- 60% of employees bike to work
- Employees needed bigger sell on Bellevue



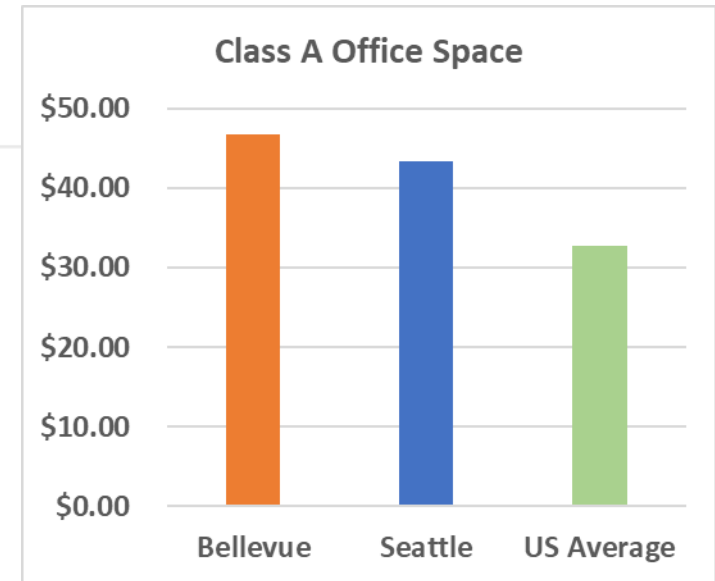
- Focused on business and technology innovation
- 3,000 international students every year by 2025
- They will be Bellevue's ambassadors to the world

For innovators, place matters.



Trends in Economic Development

- Creative Edge, business survey, and tourism master plan have surveyed businesses.
- Firms moving to Bellevue are smaller: 10-20 persons, focused on higher-cost roles.
- Admin., CSR, and other lower-cost roles are shipped to cheaper regions.
- The continued growth of online ordering means cities need unique, local retail and restaurants to draw visitors.



Bellevue is the 10th most expensive office market in the U.S.

- JLL Commercial Office Report, July 2017

The future will be *smaller* companies.



Place Making for the Knowledge Economy

WHY DOES IT MATTER FOR ECONOMIC DEVELOPMENT?

Downtown Bellevue is big.



A Sense of Place



Neighborhoods, cities, and regions are awakening to the importance of 'place' in economic development...

Competing for success in a global marketplace means creating places where workers, entrepreneurs, and businesses want to locate, invest, and expand...

A community without place amenities will have a difficult time attracting and retaining talented workers and entrepreneurs, or being attractive to business.

– Michigan Governor Rick Snyder



Amazon HQ2 RFP

Amazon's selection criteria, as described in the company's request for proposal, sets out a compelling list of the attributes cities must have if they aspire to be a serious part of the America's growing digital economy.

- Amy Liu and Mark Muro, Brookings Institution in the Harvard Business Review, "What Amazon's HQ2 Wish List Signals about the Future of American Cities", Sept. 8, 2017

Top Site Location Requirements:

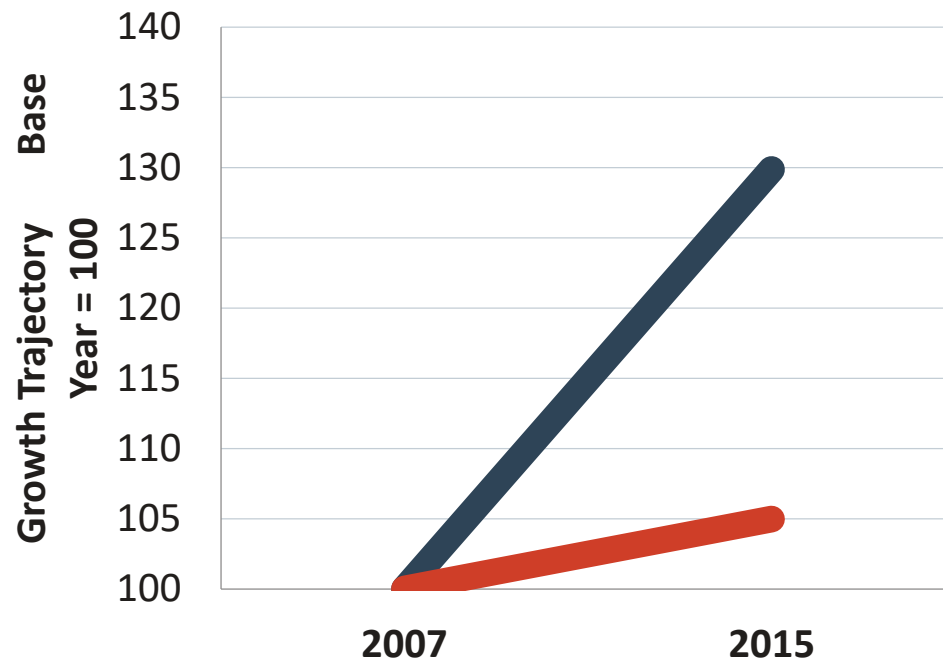
- MSA with 1 million or more people
- Stable and business friendly environment
- Potential to attract and retain strong technical talent.
- Access to global markets
- Cultural Fit
- Community/Quality of Life



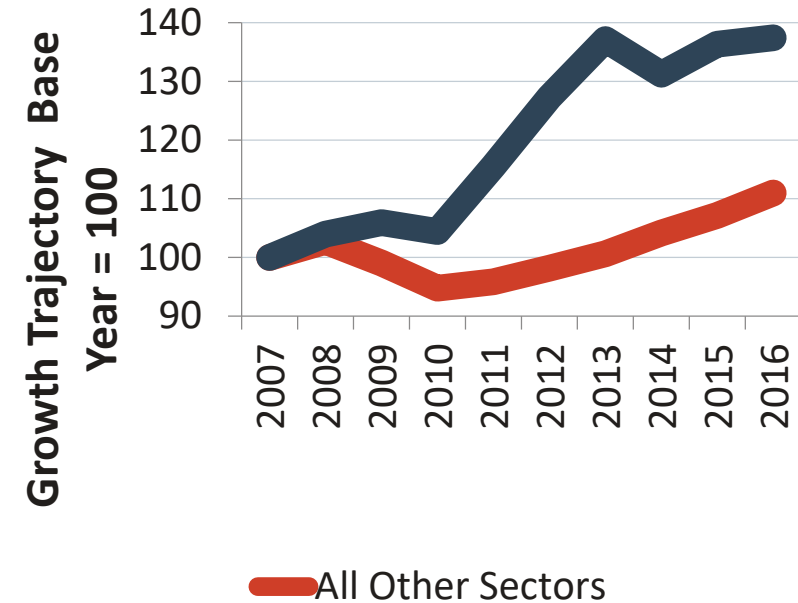


Creative jobs have fueled Bellevue's growth

CREATIVE INDUSTRIES



CREATIVE JOBS

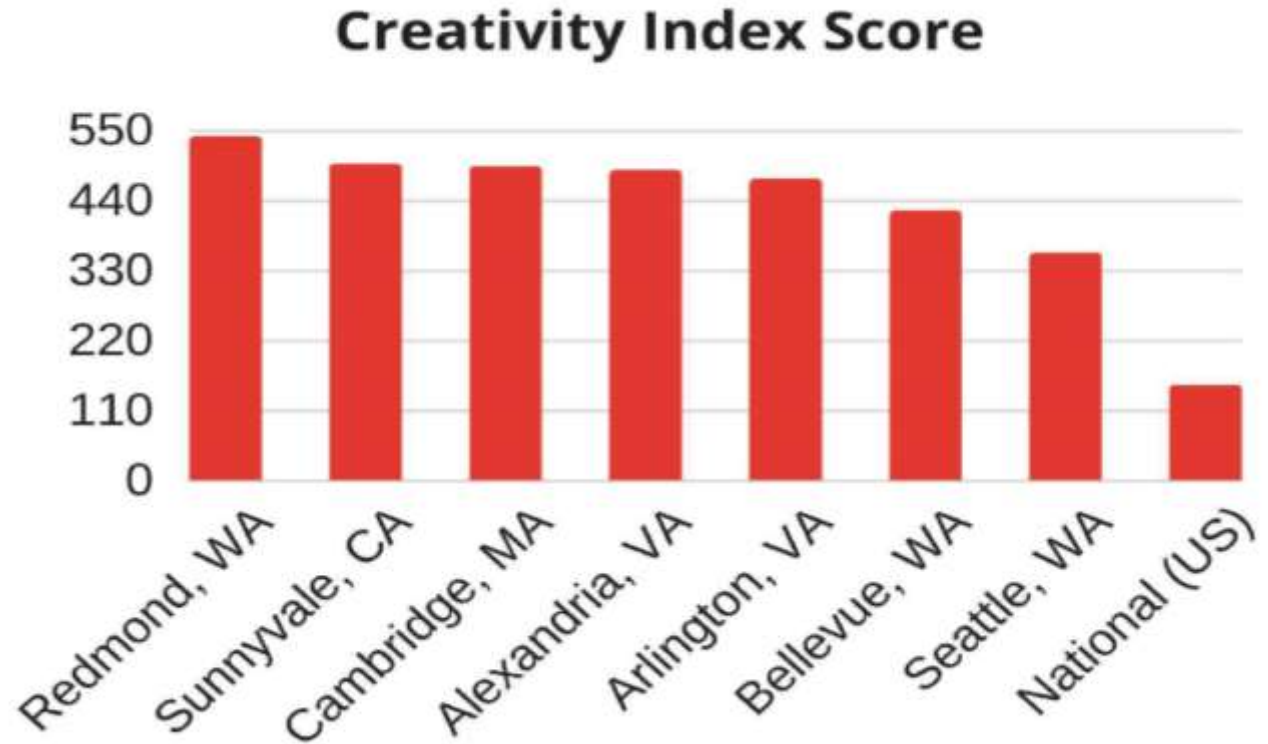




Bellevue's Creative Economy



The creativity index indicates that Bellevue is comparably one of the top jurisdictions in presenting an environment that will attract and retain knowledge workers.





How do we create a sense of place?

Elements of Place

- Mixed uses
- Quality public spaces
- Broadband-enabled
- Multiple transportation options
- Multiple housing options
- Preservation of historic structures
- Community heritage
- Arts, culture, and creativity
- Recreation
- Green spaces



Characteristics of Good Form

- Mass, density, and scale appropriate to place
- Human scale – designed for people
- Walkable – pedestrian-oriented and bikeable



Quality Places that are:

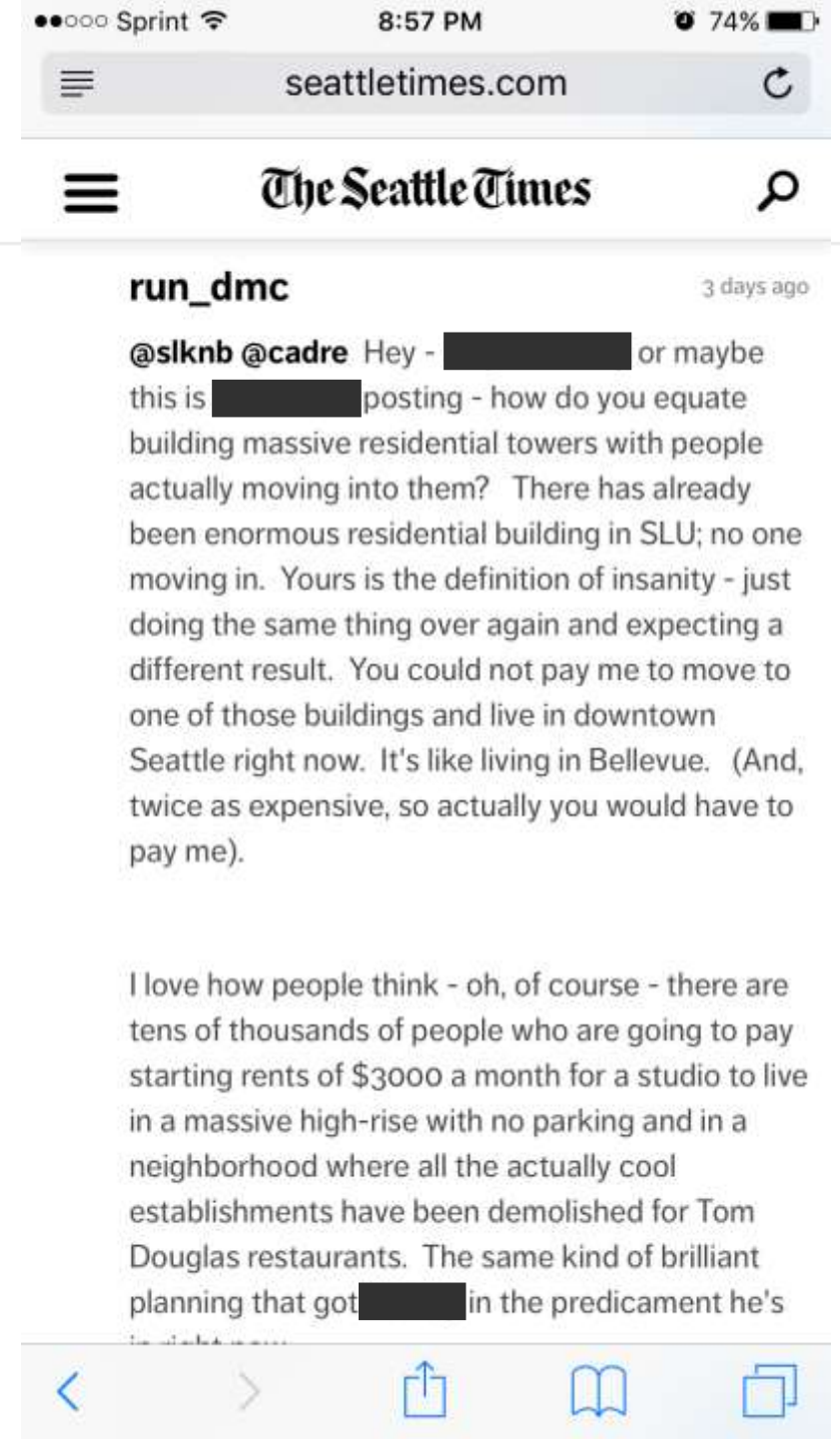
- Safe
- Connected
- Welcoming
- Accessible
- Comfortable
- Authentic



People-focused neighborhoods

- People want to visit and work in the places they want to live.
- Human-scale and people-focus make places memorable and interesting.
 - Make large development feel more intimate
- “Favorite Neighborhoods” are more than employment centers:
 - Ballard, Capital Hill, Crossroads, Downtown Kirkland

Wilburton must be unique.





Intentionality

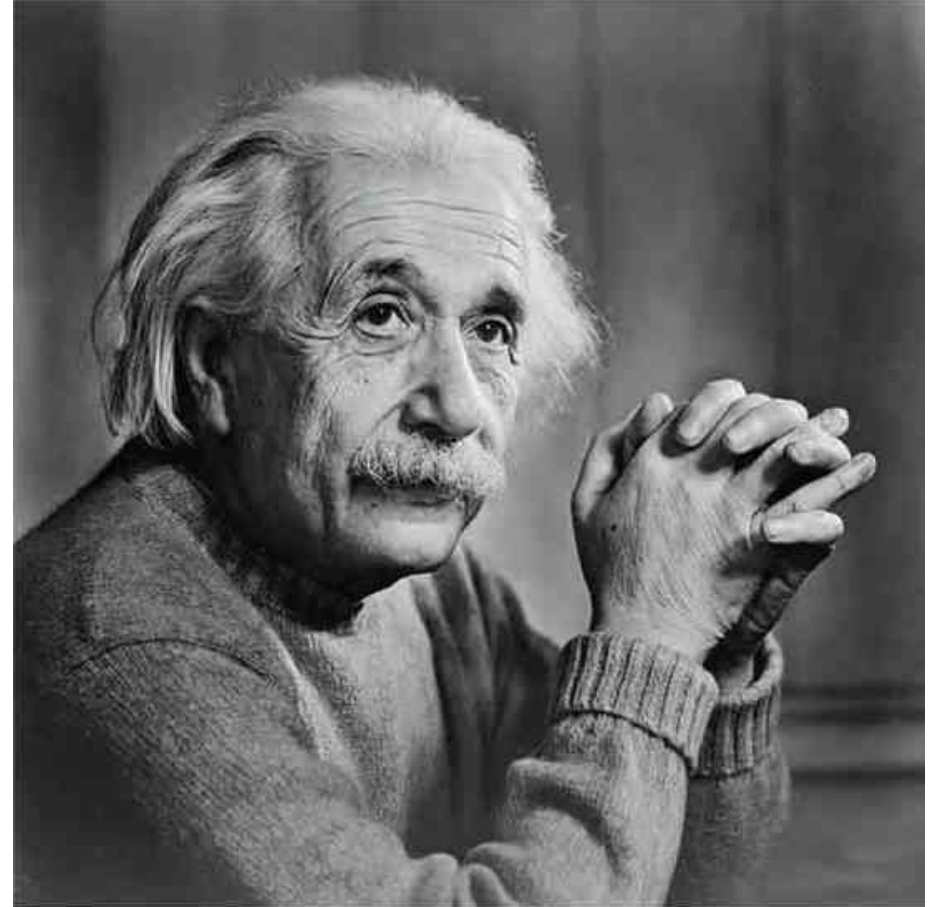
HOW DO WE ACTIVELY CREATE THE PLACES WE ENVISION?



How do we catalyze and lead change?

Insanity is doing the same thing over and over again and expecting different results.

Albert Einstein





Case Study: BelRed “Arts District”

- Designated an arts district in 2009.
- No visible arts programming or infrastructure.
- Two East Link stations and Spring District encourage standard redevelopment



Did we DO enough?



Case Study: World Trade Center Denver

- 50k sf of co-working/business accelerator
- 30k sf of retail/food incubator
- 200k sf of market office space
- 200 hotel rooms
- Integrated art throughout the development + gallery

They DID something.





Case Study: San Antonio River North

- In 1998, City and County began planning to extend the Riverwalk north of downtown
- To enhance flood protection and catalyze redevelopment in a blighted area north of downtown
- They took an ugly, overlooked ditch →





Case Study: San Antonio River North

- Invested \$72.1 million in public infrastructure along 1.5 miles of river front
- Added public spaces and public art as **critical components**
- Created vigorous **design standards** for private development





Case Study: San Antonio River North

- Facilitated expansive, family-friendly public use through festivals and events





Case Study: San Antonio River North

And received a neighborhood that...

- Fits the character and vision of the city as a welcoming, historic place
- Is at the top of all the “best places” lists
- Keeps winning awards, including 2017 Global Awards for Excellence

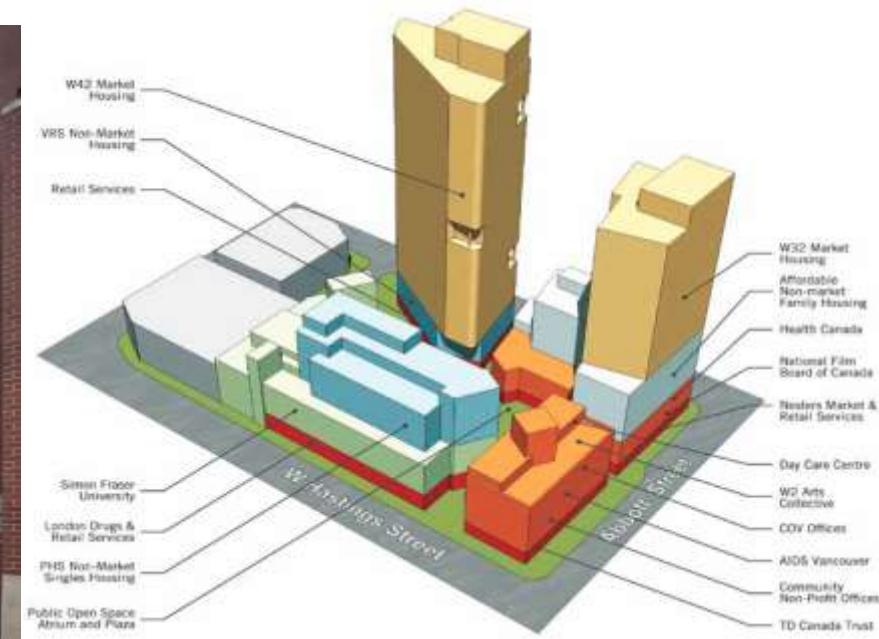




Case Study: Woodward's Vancouver

- Complex Public–Private Partnership (P3)
- Challenged site to resolve social challenges
- Catalyze a neighborhood
- Affordable housing
- Family sized
- Social housing
- Public atrium
- Offices
- Non-profit offices
- University
- Arts collective
- Retail
- Treatment Services

They **DID something.**

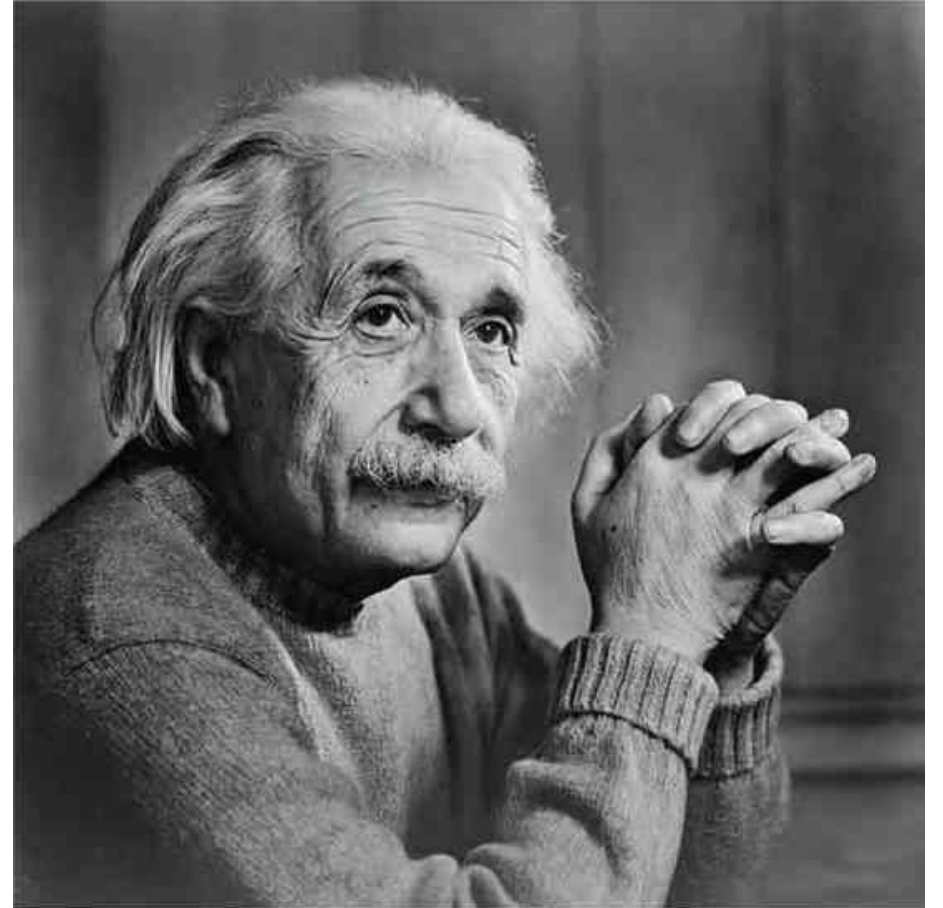




**We can do the same thing
again and again.**

OR

**We can intentionally create a
Wilburton that reflects the
Bellevue we want to be.**





The Opportunity

Find sites (public & private) that catalyze redevelopment in a community-focused and create –

- Affordable commercial space
 - Incubators / entrepreneurs
- Workforce housing
- Community and cultural event & meeting space
- Music, local retail, local restaurants
- Recreation facilities

How do we **balance offices and livability?**



The Opportunity

Identify priorities and strategies for staff to develop policy to encourage vision in Wilburton

- What types of businesses/uses do you want to encourage to create the vision
- What type of strategies?
 - Development incentives
 - Pursue innovative partnerships
 - Leverage city-owned assets
 - Investment in infrastructure/assets

How do we **balance offices and livability?**

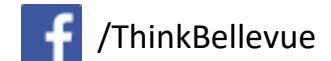
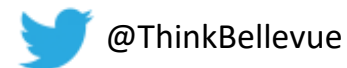


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Questions?

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Design Considerations



Buildings, Parks, and Streets Design

- Statements drafted based on exercise and discussions
- Elements to consider
 - Do they achieve the intent / justification?
 - Overall vision
 - Economic development / affordable housing / etc.
 - Are they specific / strong enough?
 - Additions / subtractions?





Exercise

- How do we make larger development feel more intimate?
- How will the user experience these spaces?
- 116th Avenue NE
- NE 8th Street
- Eastside Rail Corridor
- Buffers / Transitions
- Results of exercise will be incorporated into the design vision statements

