

# MEMORANDUM



Bellevue Parks &  
Community Services

DATE: September 12, 2024

TO: Parks & Community Services Board

FROM: Pam Fehrman, Planning & Development Manager  
Scott Vander Hyden, Project Manager  
Parks & Community Services

SUBJECT: Meydenbauer Bay Park Phase 2 – Planning and Design  
*For information and discussion – No Board action*

On September 18th, staff will provide an update of Meydenbauer Bay Park Phase 2 outreach and engagement efforts, park expansion design options and community feedback.

## MEYDENBAUER BAY PARK HISTORY

A public beach park on the shore of Meydenbauer Bay has existed in one form or another for approximately one hundred years. In the 1980's, the City established a vision of connecting the Meydenbauer Bay waterfront to Downtown Park to create a signature public park and waterfront destination. That vision has held strong in city policy since that time while being enhanced and refined.

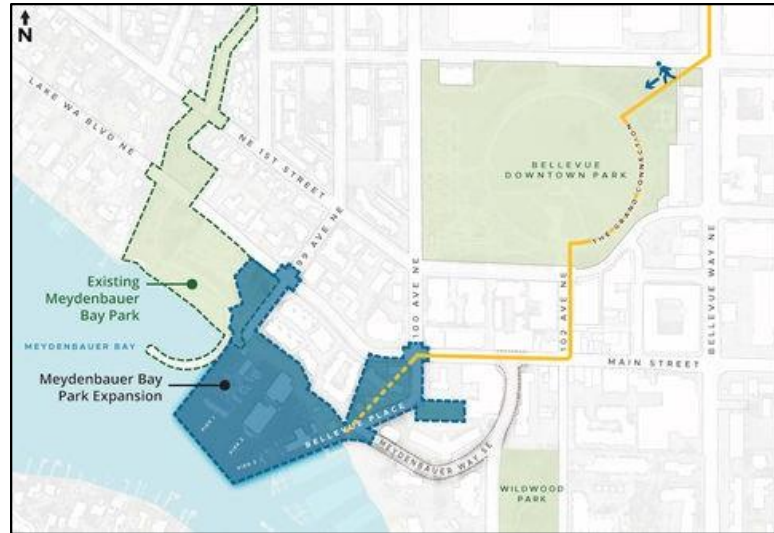
In 2010, the Bellevue City Council adopted the [Meydenbauer Bay Park and Land Use Plan](#). This planning process was a city-wide initiative over three years with extensive community outreach, a citizen advisory committee, consultation with boards and commissions and ultimately City Council review and approval. The first phase of development implementing the adopted plan was constructed and opened to the public on March 16, 2019. Meydenbauer Bay Park Phase 1 development improved approximately 6.5 acres of the park west of 99th Avenue and the publicly owned Bellevue Marina.

More recently, the City Council identified Meydenbauer Bay Park as the anchor at the west end of the [Grand Connection](#), Bellevue's signature downtown place-making initiative. The Grand Connection consists of a series of projects and initiatives designed to improve the pedestrian experience between Meydenbauer Bay Park through downtown Bellevue across I-405 to Eastrail.

## MEYDENBAUER BAY PARK PHASE 2 DESIGN

In 2023, planning and design for the implementation of the next phase of master plan implementation began. The goal of this design work is to identify Phase 2 elements and options

along with their approximate costs to help inform a strong roadmap for the further implementation of the Meydenbauer Park Master Plan. The Council-adopted Meydenbauer Bay Park Master Plan provides the framework vision as well as planning and implementation principles to inform potential next step development.



*Meydenbauer Bay Park expansion opportunity area*

The design team has been developing and analyzing multiple Phase 2 opportunities aligned with the adopted master plan and by current community feedback. The graphic below highlights areas of focus or potential Phase 2 design opportunities. More detail on these will be shared with the board during the meeting.



*Meydenbauer Bay Park: Potential Phase 2 areas*

## COMMUNITY ENGAGEMENT SUMMARY

At the September 12, 2023, Parks & Community Services Board meeting, staff shared the planned community outreach effort. Public engagement, since that time has been transparent, inclusive and has involved a robust awareness building program which has worked to encourage widespread participation, constructive public comment and provide information in an easily accessible and understandable manner. Beyond our City project website, the team has created an 'Engaging Bellevue' website that allows for a more interactive environment, including videos of the origins of Meydenbauer Bay Park and our community meetings. Community survey Responses has grown from 487 in our first six months, to 820 across eight languages this last July. We look forward to sharing that community feedback with you.

Strategies to build project awareness and grow diverse community engagement over this past year has included:

- 10 fun fact posters throughout Meydenbauer Bay Park with QR codes inviting participation.
- 11 pop-up events around the City, with well over 300 visits.
- 9,853 mailers sent to neighbors of Meydenbauer Bay Park
- Community and stakeholder meetings
- Partner toolkits sent to 28 nearby properties, community-based organizations, and businesses to provide resources and materials to reshare engagement opportunities.
- 14 social media posts with over 50,000 impressions, including Facebook Video ad, Instagram, X, and Nextdoor
- English and in-language online and print display ads published in Joy Seattle, Soy Source, Seattle Chinese Times, Chinese Radio Seattle, La Radio de Seattle, NW Vietnamese News, and Russian Town Center
- Radio advertisements on Chinese Radio Seattle and La Radio de Seattle
- E-newsletters reaching 6,745 recipients.
- E-Newsletter sent to nearly 74,000 Bellevue Parks and Community Services e-newsletter subscribers.
- City of Bellevue It's Your City article delivered to 167,000 residences and businesses.
- Press release by the City of Bellevue published city-wide, translated press releases sent to 5 local in-language media outlets.
- Survey giveaway in partnership with REI to offer opportunity for six free kayak rentals.

## NEXT STEPS

Our next open community meeting will take place in early November where we will present survey and other outreach results along with conceptual designs and phasing prioritization based on community and Park Board feedback.

We will return to the Parks & Community Services Board in early 2025 when we have concluded community outreach and determined the next, second phase of Meydenbauer Bay Park development.