



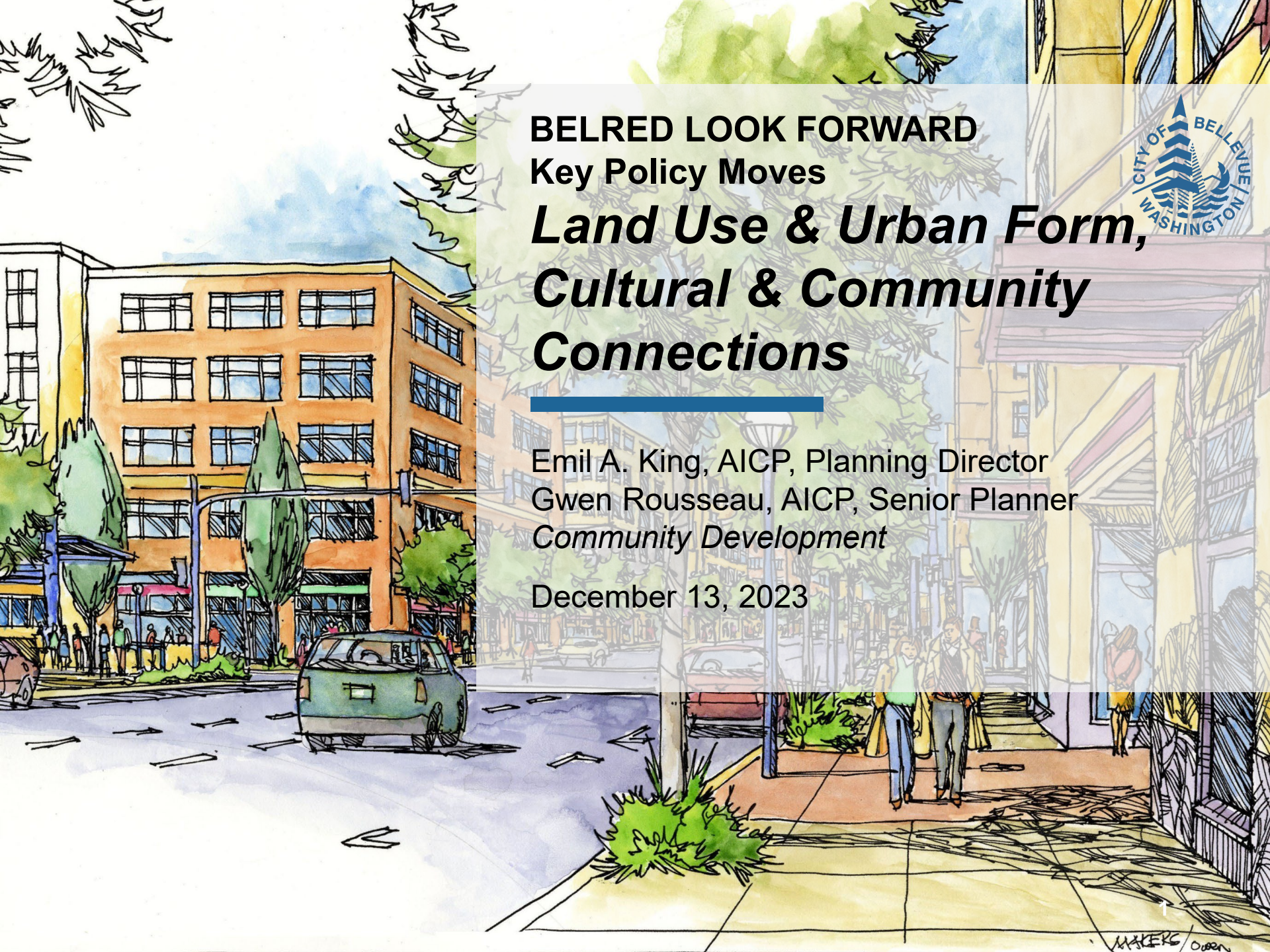
BELRED LOOK FORWARD

Key Policy Moves

Land Use & Urban Form, Cultural & Community Connections

Emil A. King, AICP, Planning Director
Gwen Rousseau, AICP, Senior Planner
Community Development

December 13, 2023



MAKERS OBERN



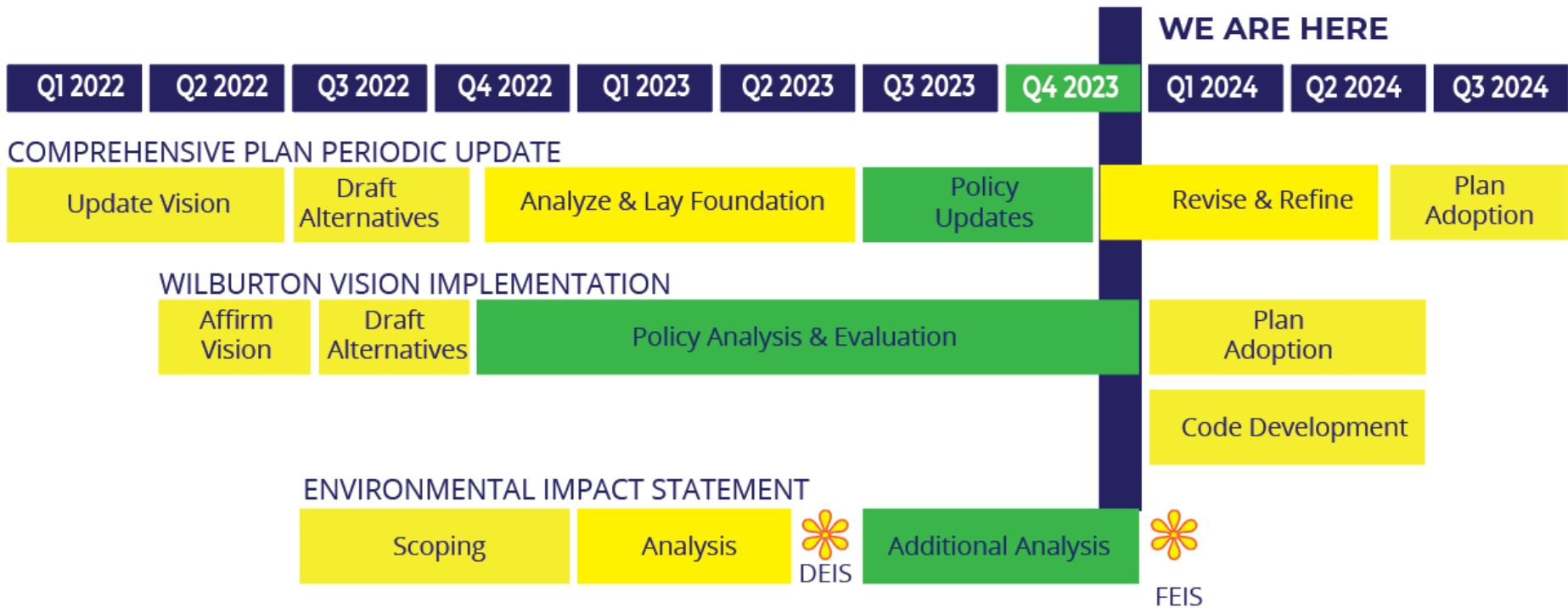
Agenda

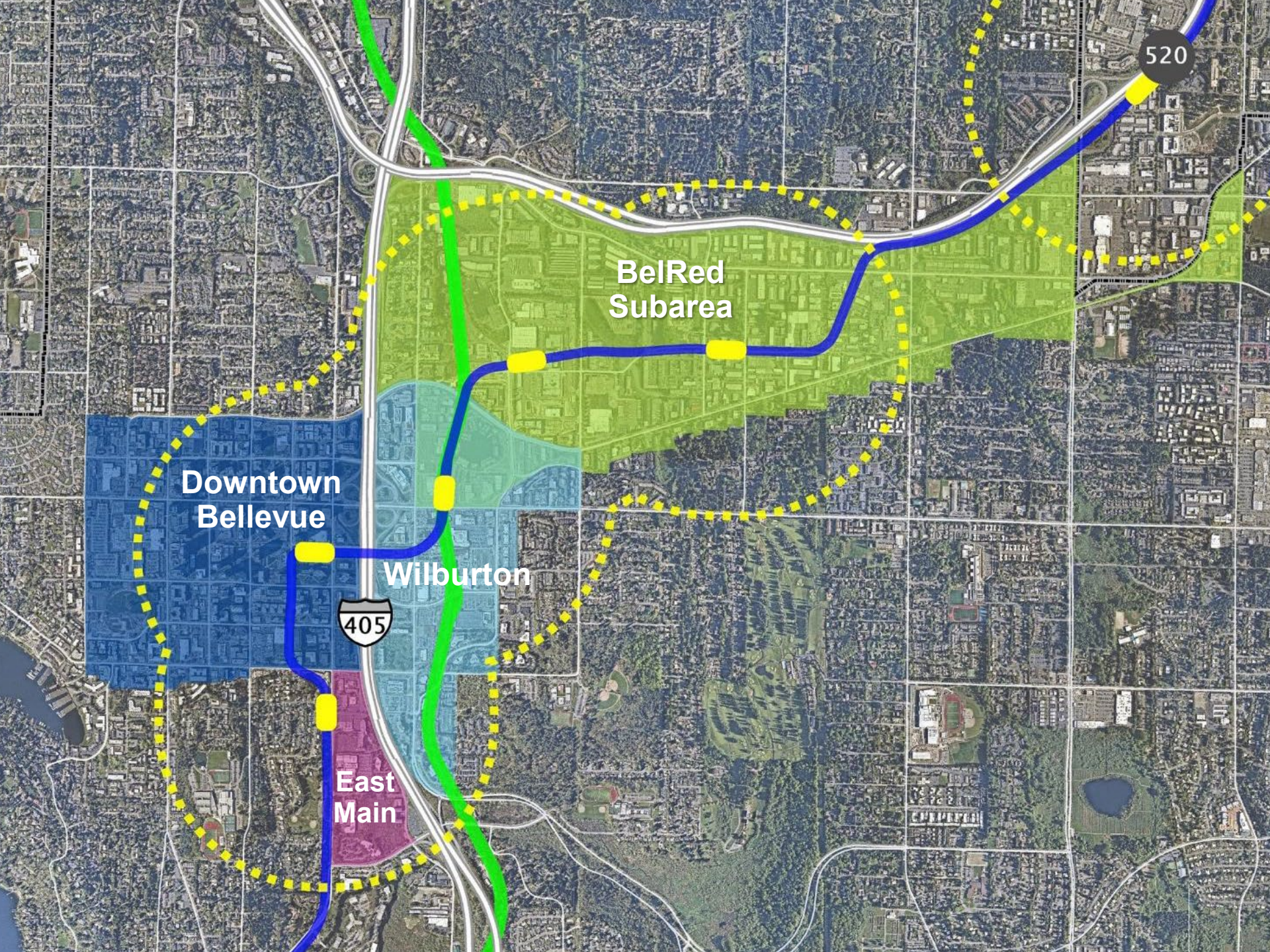
- Background
- Overview of Focus Areas
- Land Use and Urban Form
- Cultural and Community Connections
- Transportation





Timeline





BelRed
Subarea

Downtown
Bellevue

Wilburton

East
Main



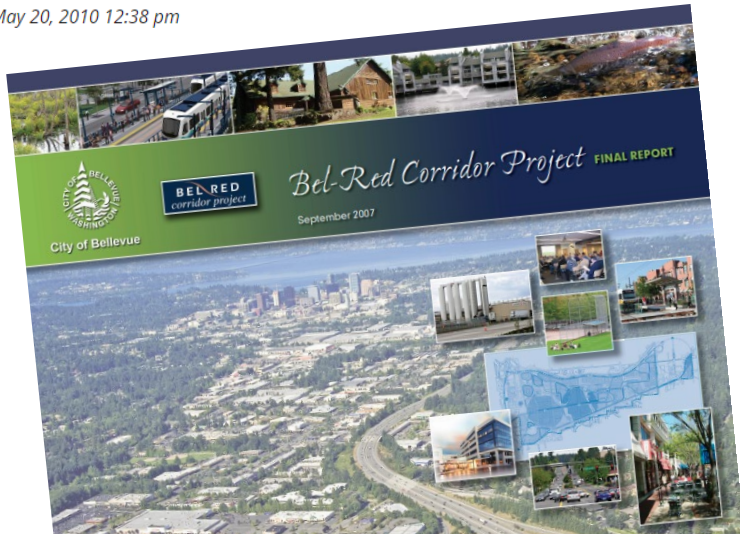
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NEWS

Bel-Red project wins regional planning award

A plan to transform the city's Bel-Red area into a vibrant corridor that links transportation, jobs, housing and recreation has won a major regional planning award.

May 20, 2010 12:38 pm



Bel-Red project wins awards

A long-range plan to transform the city's Bel-Red area into a vibrant corridor that links transportation, jobs, housing and recreation has won major regional and state awards as well as recognition from a U.S. senator.

Bellevue received a Smart Communities award from the state on June 4.

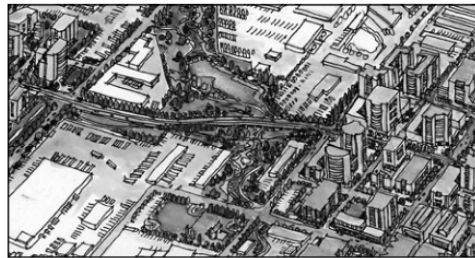
"As Washington recovers from this downturn in the economy, the work of local governments and their partners in creating vibrant, quality communities is vital," Gov. Chris Gregoire said in an announcement. "The leadership of these award winners helps to make Washington a great state in which to live and do business."

On May 20, the Puget Sound Regional Council, a regional growth and transportation planning agency, presented its Vision 2040 Award to Mayor Don Davidson.

"I'm pleased that the PSRC has validated our vision and commitment to make the Bel-Red project a model of sustainable, transportation-oriented development," Davidson said. "I'm confident that we'll realize our goals."

Earlier in May, U.S. Sen. Patty Murray, chairwoman of the Senate Transportation, Housing and Urban Development Appropriations Subcommittee, praised the city's Bel-Red Corridor plan as a "leading model for sustainable development" during a hearing in Washington D.C.

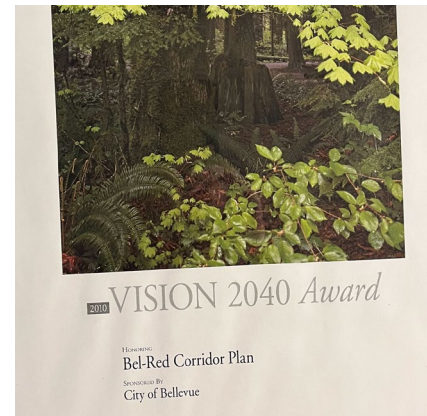
The Bel-Red plan, which includes changes to zoning and development regulations, calls for the transformation of a 900-acre light industrial and retail area into mixed-use, transit-oriented neighborhoods. Plans also include



the creation of thousands of new jobs and housing units, along with stream restorations and new parks.

Located between downtown Bellevue and Microsoft's headquarters in Redmond, the Bel-Red area is envisioned as a model for sustainable planning, utilizing large-scale, transit-oriented development that will be served by the future East Link light rail line.

Bellevue launched the Bel-Red initiative more than three years ago and the effort has included a citizens committee that worked for 20 months to develop a plan, along with an investment of more than \$1 million. While work on the project continues, fulfilling the Bel-Red vision is expected to happen gradually as new development takes place over several decades.



June 24: Cities earn Governor's Smart Communities Award

JULY 22, 2010 BY NORTHWEST ASIAN WEEKLY

The 2010 Governor's Smart Communities Award winners were presented at the Association of Washington Cities annual conference in Vancouver, Wash.

Winning cities included Bellevue, Tacoma, Vancouver, Snoqualmie, Chehalis, and Duvall. Judges selected the cities of Seattle, Hoquiam, and Grays Harbor for judges' merit awards.

Eastside ▾

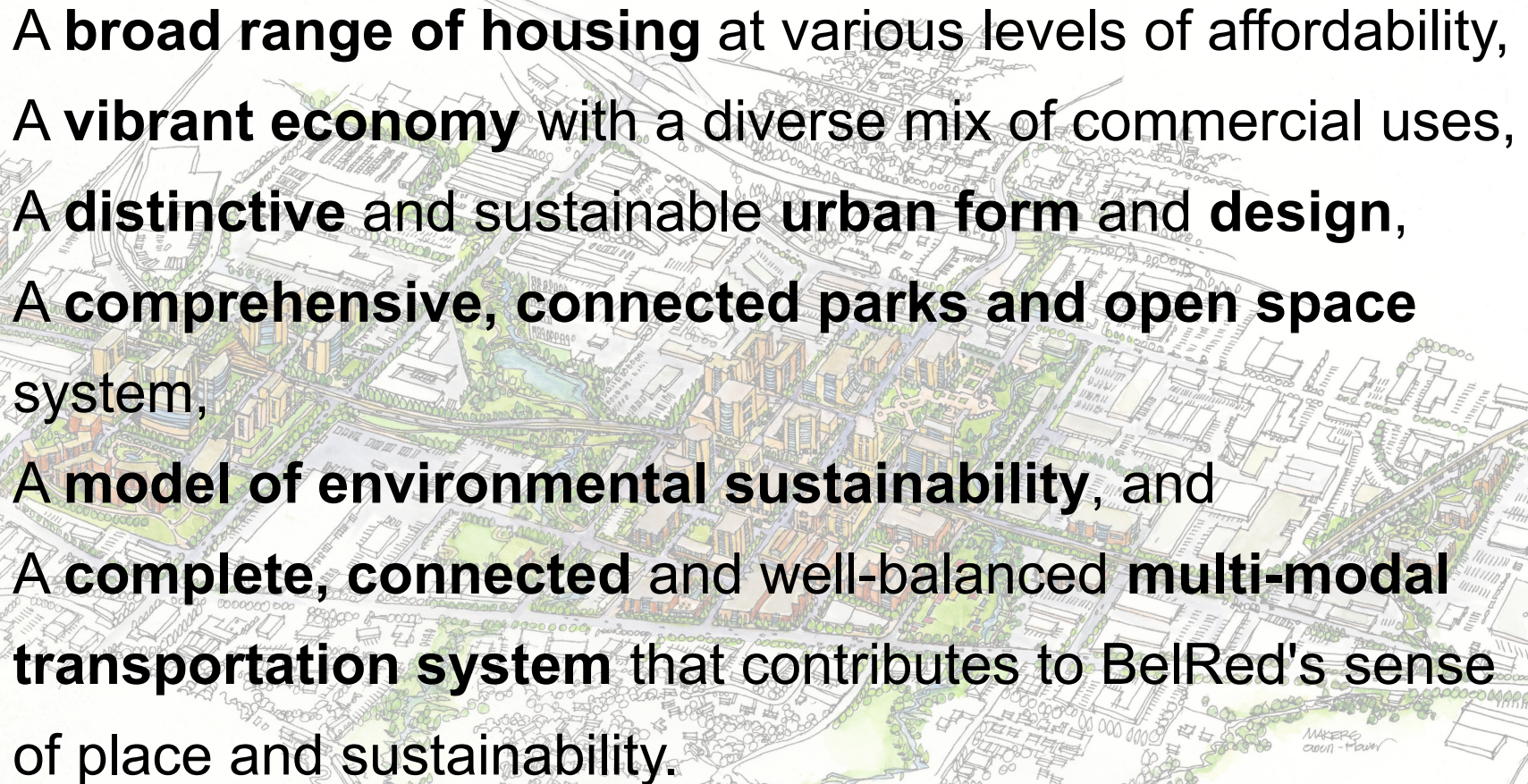
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Bellevue wins regional planning award for Bel-Red plan



Originally published May 21, 2010 at 10:28 am | Updated May 21, 2010 at 4:11 pm

BelRed Vision

The background of the slide is an aerial architectural rendering of the BelRed development. It shows a dense urban layout with various building heights, streets, and green spaces. The rendering is in a light, sketchy style with some color washes in shades of blue, green, and orange. The text is overlaid on this rendering.

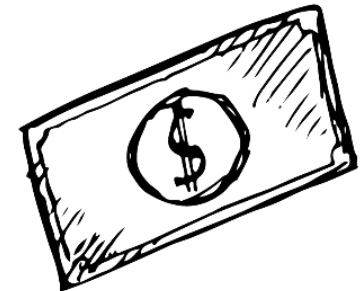
A broad range of housing at various levels of affordability,
A vibrant economy with a diverse mix of commercial uses,
A distinctive and sustainable urban form and design,
A comprehensive, connected parks and open space
system,
A model of environmental sustainability, and
A complete, connected and well-balanced multi-modal
transportation system that contributes to BelRed's sense
of place and sustainability.

Looking Back

- **2,100** new housing units built + **3,100** units under construction or in review
- **2.2 M** square feet of non-residential
- **Four** new light rail stations
- **\$194** million in transportation improvements
- **\$8.6** million collected from developers for affordable housing
- **\$8.5** million collected from developers for parks and streams



Development



Investments



Comprehensive Plan Update – BelRed Scope of Work

- Reflect new information
- Strengthen implementation strategies
- Increase residential capacity
- Collaborate with community partners to further the BelRed Vision



September 27, 2023

Open Space & Natural Systems

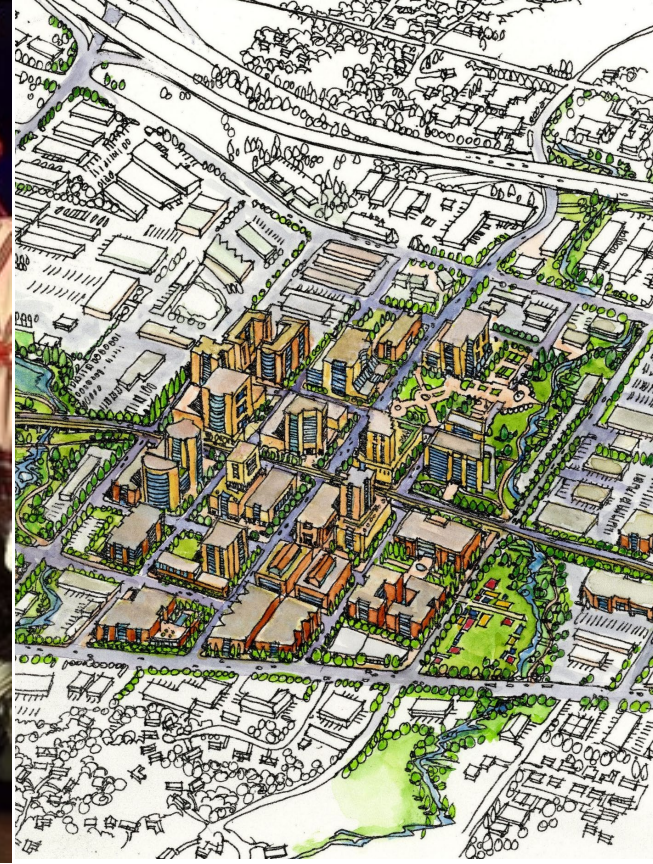
- Environment
- Parks & Open Space
- Urban Design



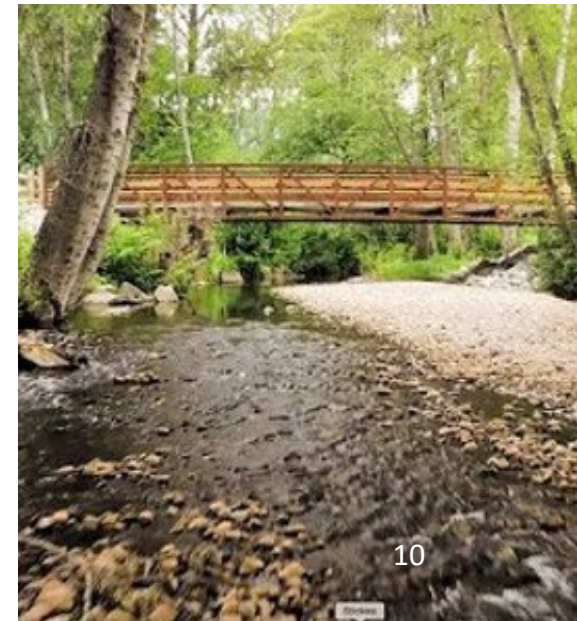
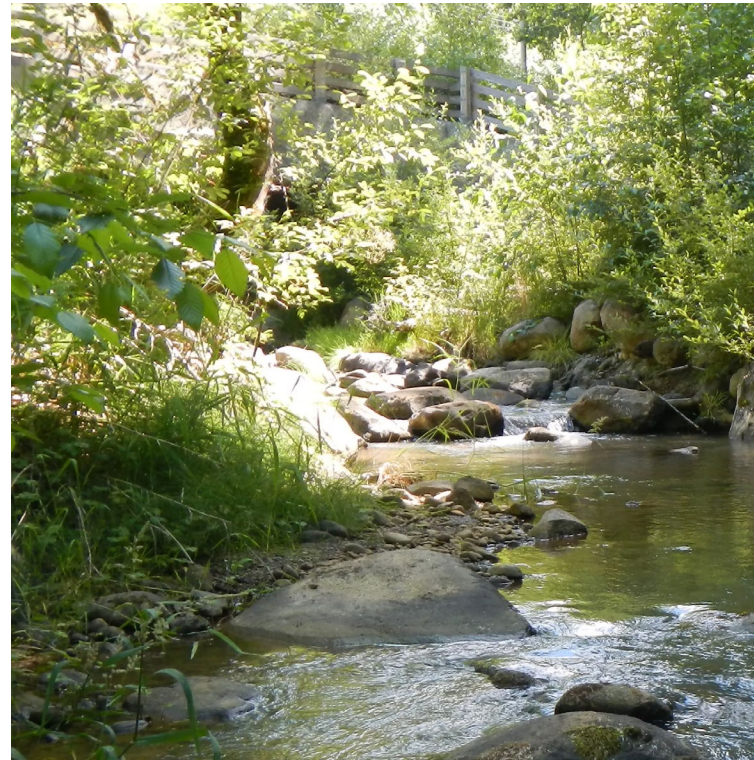
December 13, 2023

Land Use and Urban Form, and Cultural and Community Connections

- Land Use
- Housing
- Arts, Culture & Creativity
- Transportation



Open Space and Natural Systems



BelRed Resident Input

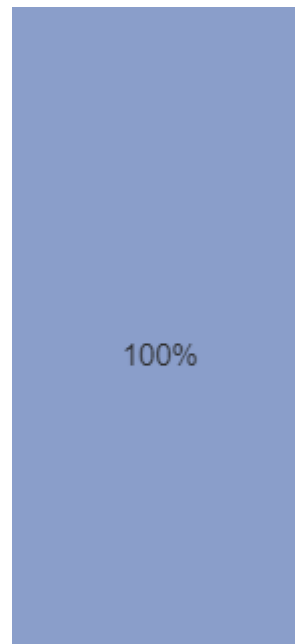
Ranking of development priorities:

Bel-Red



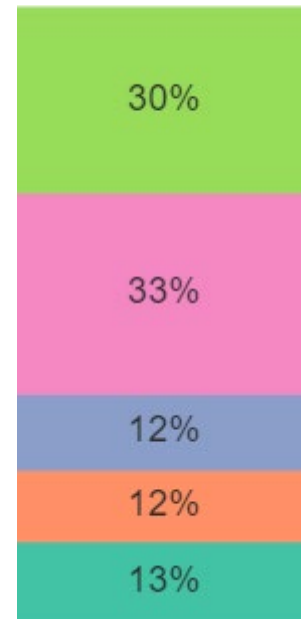
Level of support for increased housing in your neighborhood:

Bel-Red



Weighting of attributes that define their ideal neighborhood:

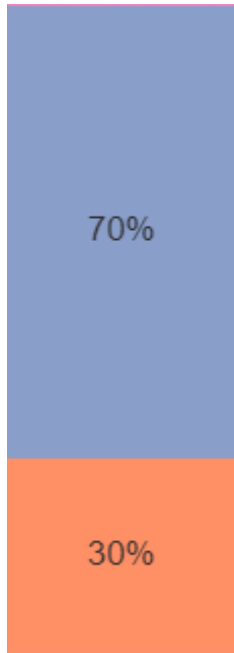
Bel-Red



- Housing mix
- Businesses
- Affordable Housing
- Street design
- Green Space

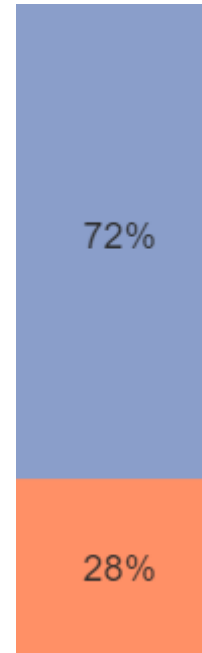
BelRed Resident Input

Housing Mix



- **A mix of small condos and apartment buildings, townhomes, single family homes and duplexes.**
- **Mix of one house per lot, duplexes and townhomes.**

Business Mix



- **Denser development with small and large businesses within walking distance.**
- **Some small businesses within walking distance.**



Property Owner Input

- Preference for higher development intensities studied under Alternative 3.
- Land Use Code recommendations for greater flexibility related to:
 - floorplate sizes,
 - calculations of lot and impervious surface coverage,
 - upper story setbacks,
 - local street grid implementation, and
 - critical area buffers.
- Concerns with the repeal of policy related to arterials and policy descriptions of multiuse trails along stream corridors.



Arts & Cultural Organization Input

- Concerns over displacement impacts and need for affordable space,
- Increasing the walkability of the district to create vibrancy and flow and make the district more connected and inviting,
- At risk of losing the next generation of creative minds,
- Recognizing that arts and culture drive the desirability of an area, create economic value, and increase the safety of an area.

Land Use and Urban Form



Cultivating Distinct Mixed-Use Districts



Providing for a Diverse Range of Uses within each District



Increasing Capacity for Development, Especially Residential Development



Broadening Land Use Designations



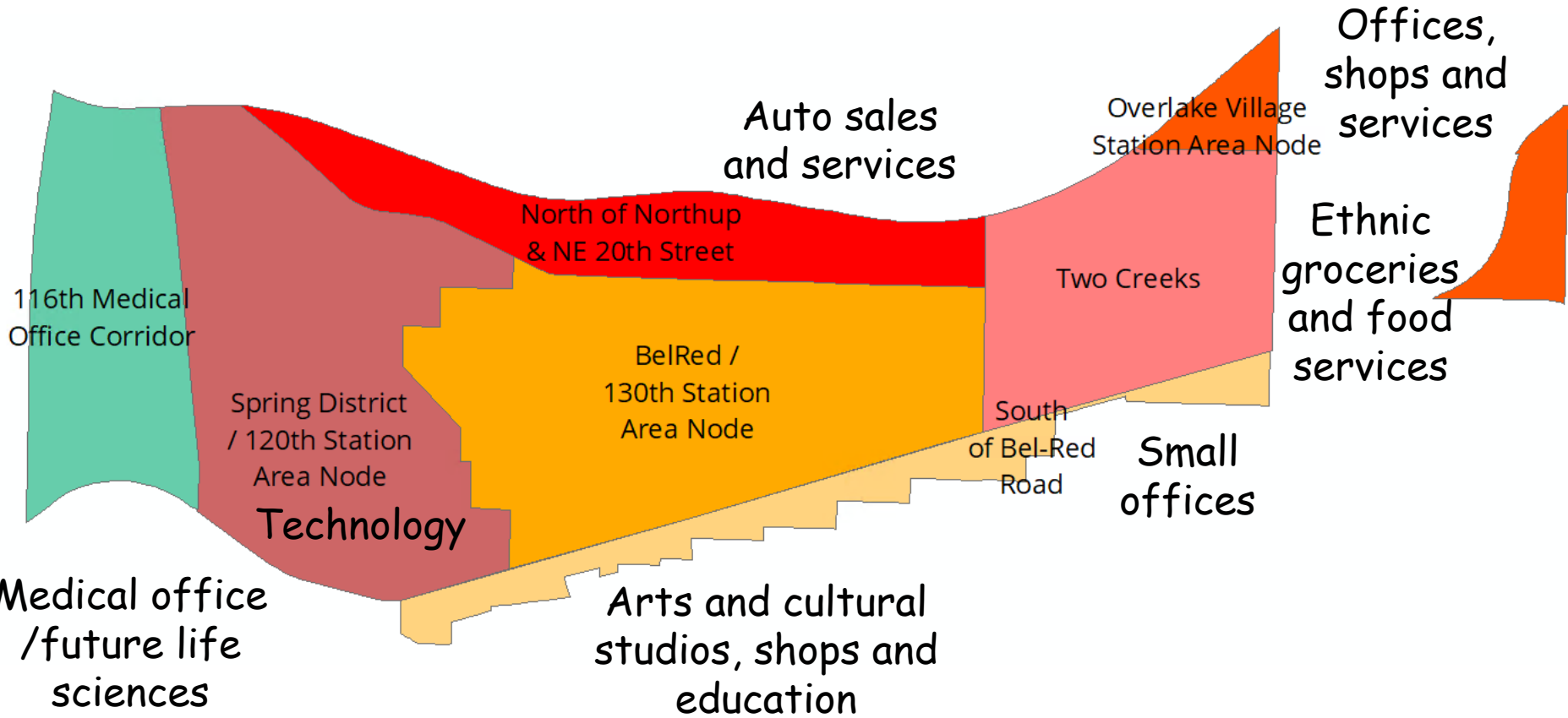
KEY POLICY MOVE

Cultivating Distinct Mixed-Use Districts

Draft policies support the vision by:

- Building upon BelRed's existing economic clusters of medical services, technology firms, arts, cultural, and educational entities, and specialty retail.
- Supporting the unique needs of different business types located within distinct districts.
- Enabling small artisanal manufacturing and other creative businesses to locate within BelRed.
- Using unique community driven characteristics to distinguish emerging districts.

Nodes and Neighborhood Districts



KEY POLICY MOVE

Providing for a Diverse Range of Uses

Draft policies support the vision by:

- Encouraging provision of basic supportive goods and services within each neighborhood district.
- Encouraging a diversity of housing types, tenures, and affordabilities to create equitable access to opportunities.



KEY POLICY MOVE

Increasing Capacity for Development

Draft policies support the vision by:

- Extending geographic coverage of nodal land use designations.
- Increasing intensity of development around light rail stations.
- Expanding area designated for residential emphasis.

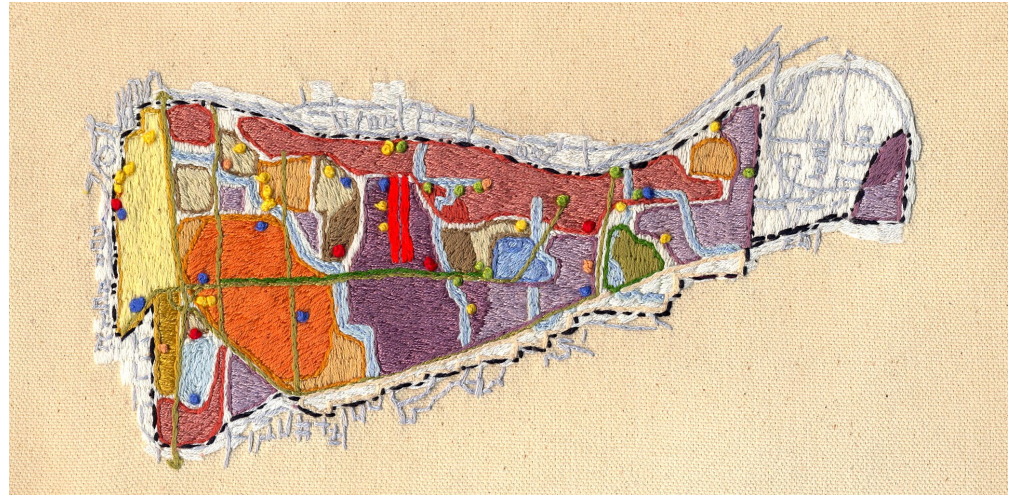


KEY POLICY MOVE

Broadening Land Use Designations

Draft policies support the vision by:

- Using land use designations that are less prescriptive allowing for greater flexibility over time.



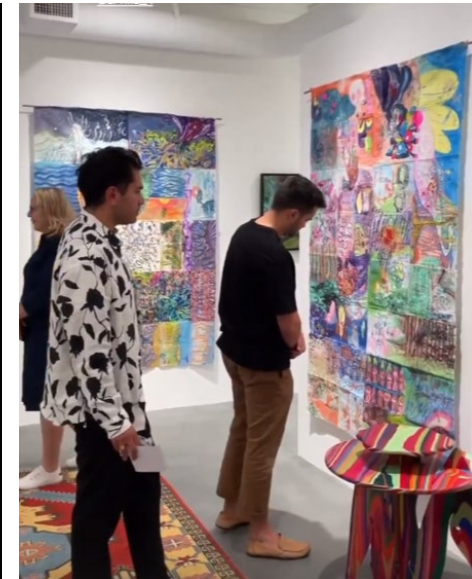
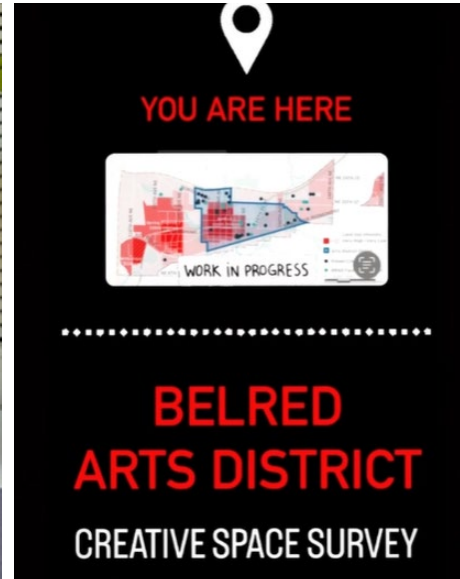


Questions

- What questions do you have about these key policy moves related to Land Use and Urban Form?



Arts, Culture, & Creativity



Growing
Community
Capacity

Building Greater
Recognition of the
Arts District

Securing Long-Term
Affordable Arts and
Cultural Space

Fostering
Community
Connection and
Learning

KEY POLICY MOVE

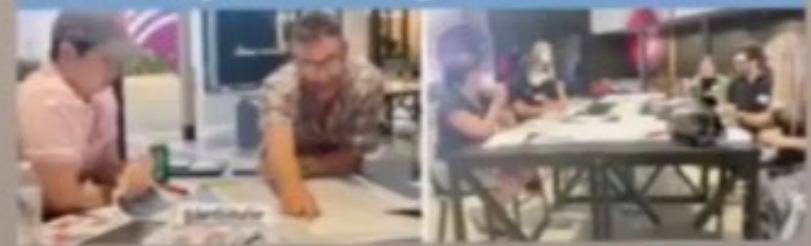
Growing Community Capacity

Draft policies support the vision by:

- Providing operational and educational resources to organizations supporting the growth, funding and management of the arts district.
- Supporting the development of a Business Improvement District (BID) within the BelRed Arts District and BIDs in other BelRed mixed use centers.



community co-creating our new arts district



belred arts district

COMMUNITY BUILDING

MISSION + VISION CRAFTING

BRANDING

CHARTER DRAFTING

CULTURAL PROGRAM BRAINSTORMS

belred_arts_district

KEY POLICY MOVE

Building Greater Recognition of the BelRed Arts District

Draft policies support the vision by:

- Funding art projects and events that explore the intersection of art and technology.
- Integrating public art, performance and creative activity spaces that reflect BelRed's creative character, heritage and ecology.



KEY POLICY MOVE

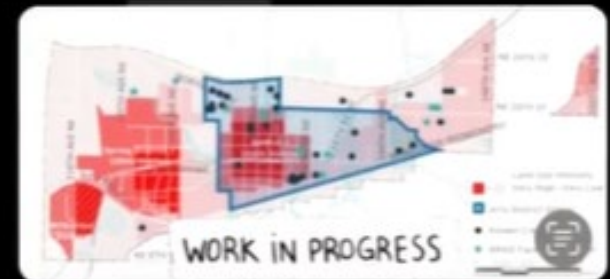
Securing Affordable Arts & Cultural Space

Draft policies support the vision by:

- Providing development incentives, grants for facility improvements, direct investment, and pathways to ownership.
- Stimulating development of affordable artist housing through public-private partnerships.



YOU ARE HERE



**BELRED
ARTS DISTRICT**

CREATIVE SPACE SURVEY

Runs until September 15th!

KEY POLICY MOVE

Fostering Community Connection and Learning

Draft policies support the vision by:

- Developing or incentivizing a central meeting space for events, classes, and other arts uses.
- Supporting programs and events that facilitate collaboration.



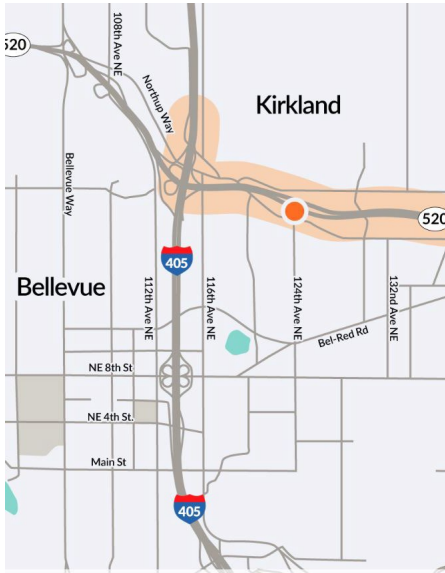


Questions

- What questions do you have about these key policy moves related to Cultural and Community Connections?

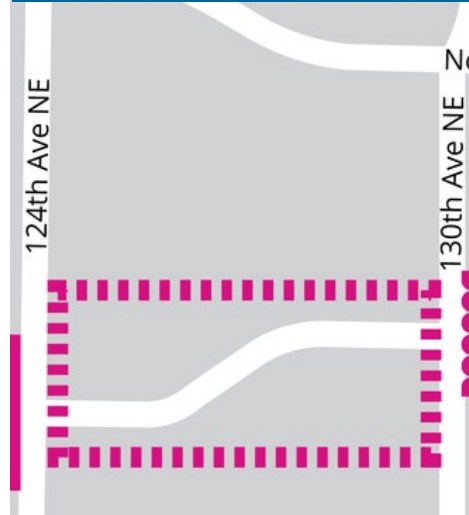


Transportation



Implement a transportation demand management program to reduce Bel-Red single occupant trip demand and increase the share of trips using transit...

NE Spring Blvd Corridor



Policy Still Valid → Retain

Volume 1 Policy → Move

Policy Concept Valid Needs Updating → Modify

Project Complete or Policy Implemented → Repeal

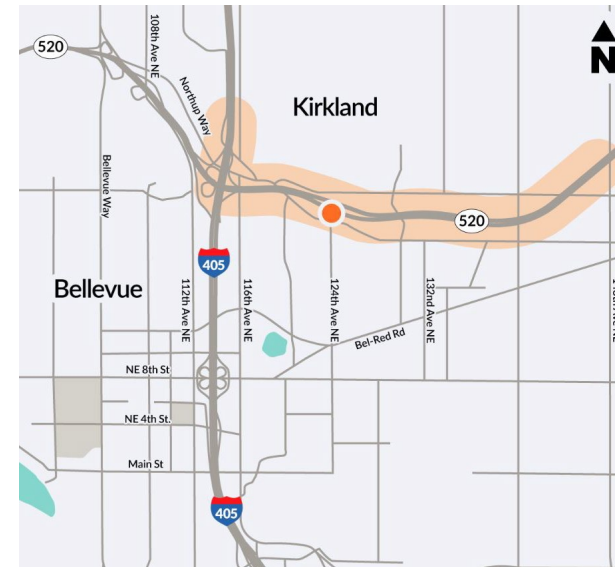
Note: Any policy gaps revealed in the FEIS will be addressed in Q1 2024

KEY POLICY MOVE

Policy Still Valid → Retain

Retained policies include:

- S-BR-58 Working with WSDOT to allow access to and from SR 520 from the east at 124th Ave NE.
- S-BR-72 Supporting the development of a Transportation Management Association within BelRed.





KEY POLICY MOVE

Volume 1 Policy → Move

- S-BR-52 Incorporating natural drainage practices and other opportunities to enhance the natural environment in transportation projects.
- S-BR-53 Identifying and preserving necessary rights of way.
- S-BR-54 Designing and developing arterial improvements.
- S-BR-61 Incorporating public access and environmental restoration components in the design and development of roadways that intersect stream corridors.
- S-BR-66 Providing grade separated road crossings of trail systems.
- S-BR-71 Implementing a transportation demand management program.
- S-BR-75 Minimizing neighborhood cut through traffic.



KEY POLICY MOVE

Policy Valid but Needs Updating → Modify

- S-BR-51 Supporting the BelRed Land Use Plan with a multi-modal transportation network.
- S-BR-55 Extending NE Spring Boulevard as a multi-modal corridor.
- S-BR-56 Providing for local streets through development review.
- S-BR-57 Encouraging developers to provide garage access via local streets.
- S-BR-61 Including Access, Placemaking, and Storage uses where they contribute to the pedestrian environment.
- S-BR-62 Including pedestrian and bicycle facilities on arterials and local streets.
- S-BR-63 Improving pedestrian connectivity with a complete and connected sidewalk and trail system.
- S-BR-64 Developing a multi-use trail system throughout the Subarea.
- S-BR-65 Developing multiple access points to Eastrail.
- S-BR-67 Working with transit providers to connect bus/shuttle service to light rail.
- S-BR-39 Promoting development of “green” streets.



KEY POLICY MOVE

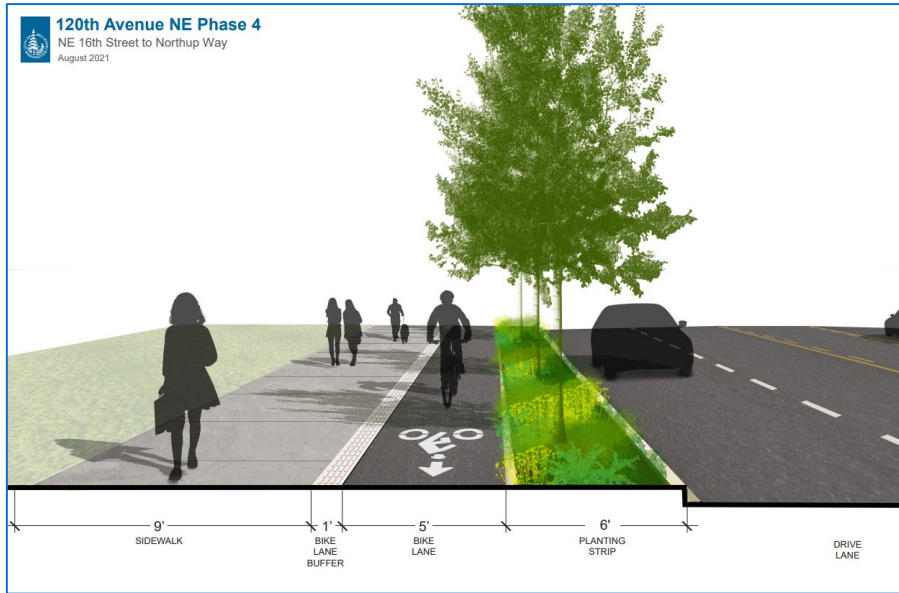
Policy/Project Complete → Repeal

- S-BR-54 Designing and developing arterial improvements.
- S-BR-59 Designing arterials and local streets to contribute to community character, open space, and environmental enhancements.
- S-BR-62 Including pedestrian and bicycle facilities on arterials and local streets.
- S-BR-68 Working with Sound Transit to realize city's preferred light rail route.
- S-BR-69 Including transit supportive improvements such as transit shelters.
- S-BR-70 Working with Sound Transit to locate light rail maintenance facility.
- S-BR-73/74 Promoting the management of parking supply to encourage use of transit and other non-motorized commute options.

Project Example: NE Spring Boulevard



Project Example: 120th Avenue NE





Questions

- What questions do you have about preliminary Transportation policy amendments?

