

**ARTS COMMISSION AGENDA TOPIC**

Great Neighborhoods: Eastgate and Factoria Neighborhood Area Plan Updates

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*Community Development*

**EXECUTIVE SUMMARY****INFORMATION  
ONLY**

Staff requests that the Arts Commission review draft policies related to arts and cultural elements for both the Eastgate and Factoria neighborhood area plans, and provide comments to help ensure the draft policies provide clear and adequate direction to inform arts and culture investments in both neighborhood areas.

Staff will consider and incorporate input from the Arts Commission as part of staff's recommendation on the final draft policies that will be reviewed with the Planning Commission in June.

**RECOMMENDATION**

N/A

**BACKGROUND/ANALYSIS****Background**

The neighborhood area plans are in Volume 2 of the Comprehensive Plan. A neighborhood area plan articulates a vision consistent with the citywide vision detailed in Volume 1, sets priorities, and identifies future actions to realize the community's vision at the neighborhood level. The scope centers around strengthening a neighborhood area's unique identity and community gathering places as Bellevue prepares and plans for its future growth.

In 2018, Council launched the Great Neighborhoods program that provides a strategic, community-driven process for developing neighborhood area plans. The Great Neighborhoods program provides a structure for developing plans for the sixteen neighborhood areas that cover the full extent of the city. See [Attachment A](#) for a map depicting the neighborhood area boundaries.

As part of the City's Great Neighborhoods program, Council initiated Comprehensive Plan Amendments (CPAs) to update the Eastgate and Factoria Neighborhood Area Plans in 2025-2026 on August 4, 2025. The objective of the Great Neighborhood program is to adopt plans for each neighborhood area that are relevant to their community's distinctive identity, adaptability, social connectivity, and core needs, with a high level of community ownership of the plan.

This study session is part of several Board and Commission meetings intended to inform the Planning Commission's recommendation to Council for the Eastgate and Factoria Neighborhood Area Plan CPAs.

## Planning Process

Neighborhood area planning is consistent with Neighborhoods Element policies in Volume 1 of the Comprehensive Plan, which directs the city to equitably engage local communities to define neighborhood-specific values and policies when implementing adopted citywide policies. The neighborhood area planning process allows community members to participate in equitable, informed dialogue about what makes their neighborhood unique; and identify priorities and improvements that should be reflected in future growth. Community engagement is crucial to neighborhood area planning and is integrated throughout the process.

Neighborhood area plan policies must be consistent with citywide policies in the Comprehensive Plan (Volume 1). While Volume 1 policies provide citywide direction, neighborhood area plan policies are localized to reflect neighborhood priorities, issues, and opportunities. Relevant citywide policies from the Urban Design & The Arts element of Volume 1 include:

- **UD-48.** Cultivate public art that enhances neighborhood identity, builds community and engages the community in the artistic process.
- **UD-49.** Encourage private and public developers to integrate art into the design of the public areas of their projects.
- **UD-50.** Cultivate art and arts programs that facilitate involvement, engagement, communication, understanding and respect among the city's diverse population.
- **UD-51.** Support and encourage development, display and performance opportunities for a wide range of artistic expression throughout the city.
- **UD-55.** Support artists and arts groups working in the community through city programs.
- **UD-57.** Encourage and enhance arts and cultural opportunities within Neighborhood Centers.
- **UD-60.** Support partnerships and spaces for cross-cultural programming that contribute to intercultural engagement, learning and exchange.
- **UD-61.** Recognize and affirm diverse heritages within the community through interpretative materials, artistic expression and placemaking.

## Community Engagement to Date

Phase 1 (Discover) began in August 2025 and went through December 2025. Goals for this phase include setting expectations around the scope and timeline, understanding how the community sees itself, and identifying assets, challenges, and opportunities that are appropriately addressed through the neighborhood area plan. Examples of engagement activities during this phase included a mailed questionnaire to every household in Eastgate and Factoria, tabling at community events, meetings with business owners through door-to-door visits and a listening session, a workshop with high school students, and walks with the community.

In Eastgate, community members value safety, natural beauty, diversity, and economic opportunity. People pointed to mature trees, nearby parks, proximity to both city amenities and wilderness, and friendly neighbors as defining community assets that can be reflected in neighborhood identity elements. People mentioned wanting to see more low-cost and/or free spaces like Newport Way Library and South Bellevue Community Center for programs for all different ages.

In Factoria, community members value safety, diversity and inclusiveness, accessibility and connectivity, and affordability. People pointed to diverse and international retail options, the convenience of meeting daily needs close to home, and easy highway access as defining community assets. People mentioned the international community as key to creating a stronger sense of neighborhood identity. People also wanted to see more community and cultural programming in indoor and outdoor spaces throughout Factoria.

Full summaries of community inputs gathered from these activities during Phase 1 (Discover) are provided in Eastgate and Factoria engagement reports, included as [Attachments B and C](#), respectively.

Phase 2 (Define) began in January this year and went through April 2026. Incorporating community input from Phase 1 (Discover), the planning team developed a draft vision statement, goals, and policy moves for Eastgate and Factoria. Engagement focused on identifying any missing priorities, understanding what changes people would expect to see if policies were implemented, and identifying urban design improvements people wanted to see to improve neighborhood connectivity and neighborhood gathering spaces. Examples of engagement activities included an interactive community urban design workshop that used a wide range of creative media to collect input, such as mapping, writing, and drawing. Supplementing this workshop, the planning team adapted workshop materials to be done with various community groups, with an emphasis on groups typically less represented in the planning process.

The planning team is now in Phase 3 (Refine), focused on reviewing draft plans with the community to address any missing elements that are needed to support the vision and goals for these neighborhoods. An engagement report summarizing Phase 2 (Define) and Phase 3 (Refine) activities and input will be shared in June.

### **Neighborhood Area Plan Policies: Current Progress**

The city published draft policies for the Eastgate ([Attachment D](#)) and Factoria ([Attachment E](#)) neighborhood area plans on May 4 for public review, with opportunities to provide feedback at an in-person open house and through an online survey. These draft policies build from engagement around identifying key values, priorities, and qualities that community members enjoy about their neighborhood today and want to see in the future. Draft urban design concept maps were also shared, which visualize opportunities for improving gathering spaces in both neighborhoods, building from what the community identified as opportunities and challenges for accessing and using these spaces today. Boards from the open house can be downloaded from [Eastgate Engaging Bellevue](#) and [Factoria Engaging Bellevue](#).

This study session highlights a subset of policies from the two drafts that specifically relate to arts and culture opportunities.

Neighborhood area policies below are enumerated with an “N” to differentiate them from existing subarea plan policies. Policy numbers will be finalized at a later date.

### **Draft Policies – Eastgate**

#### *Vision Statement*

Eastgate is a convenient, safe, and welcoming neighborhood where its diverse residents, businesses, and student population can thrive and build connections with one another. Its tree-lined and well-

maintained residential areas are the heart of the neighborhood, and people from all stages of life are seen walking, biking, and taking transit to experience the area's natural beauty, outdoor recreation, and retail and entertainment offerings. Mixed-use areas on both sides of Interstate 90, as well as Bellevue College, anchor the neighborhood as vibrant hubs for living, working, gathering, learning, and fostering community.

This vision for Eastgate sets the foundation for draft policies around arts and culture:

#### *Neighborhood Identity*

- S-EG-N1.** Facilitate Eastgate as a year-round recreation and tourism destination by increasing opportunities for cultural and sports facilities and entertainment.
- S-EG-N5.** Use distinctive features at entry points into Eastgate that create a sense of arrival from freeways, the Mountains to Sound Greenway trail, and major arterials in the neighborhood area.
- S-EG-N6.** Highlight neighborhood history and cultural diversity in the development of public spaces, community facilities, and public art.
- S-EG-N7.** Design streetscapes with high-quality amenities and landscaping to create an inviting and safe pedestrian environment.

#### *Mixed Use Centers and Neighborhood Centers*

- S-EG-N12.** Strengthen public-private partnerships to attract employers, small businesses, and creative uses within business districts.

#### *Community Gathering Places*

- S-EG-N21.** Partner with community organizations, faith-based properties, and private partners to expand opportunities for affordable gathering places, especially within underutilized first-floor spaces.
- S-EG-N23.** Collaborate with Bellevue College to strengthen the campus as a cultural hub with amenities that enhance the student and employee experience.
- S-EG-N24.** Encourage the development and expansion of outdoor public spaces, including adjacent to Bellevue Airfield Park and within the Eastgate Transit Oriented Development, to accommodate cultural events, markets, and infrastructure that supports existing park facilities.
- S-EG-N28.** Support the development of Bellevue Airfield Park as a community park reflective of neighborhood identity and programming needs.

#### *Environment*

- S-EG-N42.** Explore opportunities to integrate nature trails and viewing areas into streams and greenbelts.

**S-EG-N43.** Increase environmental education opportunities to highlight and protect local streams and wildlife.

## **Draft Policies – Factoria**

### *Vision Statement*

Factoria is a locally rooted, globally connected neighborhood and major employment center that welcomes people from around the world to live, work, shop, and learn. Centered around its vibrant commercial core, Factoria is anchored by a strong network of local businesses and diverse retail offerings, with affordable housing and nature-oriented gathering spaces that bring people of all backgrounds together. A walkable, pedestrian-oriented design, complemented by strong access to transit and regional transportation networks, supports Factoria as a connected and thriving community.

This vision for Factoria sets the foundation for draft policies around arts and culture:

### *Neighborhood Identity*

- S-F-N1** Celebrate the cultural diversity and international character of Factoria through public art, branding, and placemaking.
- S-F-N2** Strengthen the identity of Factoria through threshold enhancements at freeway entrances, major arterial corridors, and trail connections.
- S-F-N5** Provide lighting and other pedestrian amenities to create a more inviting pedestrian environment.

### *Mixed Use Centers and Neighborhood Centers*

- S-F-N11** Encourage the integration of plazas and flexible public spaces to make the Mixed Use Center more vibrant and engaging.

### *Community Gathering Places*

- S-F-N16** Collaborate with Factoria Mall to enhance its role as a place for community gathering and events.
- S-F-N17** Collaborate with community, faith-based, and private partners to provide accessible, affordable, and welcoming community spaces.
- S-F-N18** Work with businesses and community partners to identify temporary and informal spaces for hosting community programming and events.

## **Discussion**

Staff request guidance from the Arts Commission on the following:

- *Do draft Eastgate and Factoria policies provide adequate direction to inform arts and culture investments to support the neighborhood area's vision?*

A formal recommendation is not needed from this discussion. Input from the Arts Commission will be incorporated into final draft policies.

## **Schedule and Next Steps**

Community review of draft policies is occurring throughout the month of May and June as part of Phase 3 (Refine). Staff will consider and incorporate community input, as well as input from the Arts Commission, into the final draft neighborhood area plans for Eastgate and Factoria that will be reviewed with the Planning Commission starting in June.

The Planning Commission is anticipated to transmit a recommendation to Council on final draft policies later in the summer. Council is anticipated to review and take action on both the Eastgate and Factoria neighborhood area plans in the fall.

## **POLICY & FISCAL IMPACTS**

### **Arts Commission City Code and Bylaw Support**

This item is presented to the Commission as it is supported by City Code 3.56.070 items I. "...participation with the planning commission in preparing, reviewing and recommending comprehensive plan updates and subarea plans; provided, that the planning commission shall review and make final recommendations to the city council on all matters which will be adopted by the city council as part of the comprehensive plan."

### **Policy Impact**

This planning initiative will result in Comprehensive Plan Amendments for the Eastgate and Factoria neighborhood area plans, setting goals and policies to realize the community's vision at the neighborhood level.

### **Fiscal Impact**

Fiscal impacts of the neighborhood area plan updates are unknown at this time. The Comprehensive Plan and associated neighborhood area plans are the City's guiding policy documents, with functional plans developed or updated as future steps that could lead to new investments. Any funding requests that result from the plan updates will be brought to Council at a later date, either via the budget process or other action if needed.

## **OPTIONS**

1. N/A

## **ATTACHMENTS**

- A. Neighborhood Areas Map (Map NH-1 in the Comprehensive Plan)
- B. Eastgate Engagement Report Phase 1 (Discover)
- C. Factoria Engagement Report Phase 1 (Discover)
- D. Eastgate Draft Neighborhood Area Plan Policies
- E. Factoria Draft Neighborhood Area Plan Policies