



City of Bellevue

# East Main Consolidated Guiding Principles

**Bellevue City Council Study Session**

Mike Brennan, Director  
*Development Services*

Mac Cummins, Director  
*Community Development*

July 8, 2019



# **Action Needed from Council**

Adoption of the East Main TOD Consolidated  
Guiding Principles

# AGENDA



Background-Timeline, Context, Vision

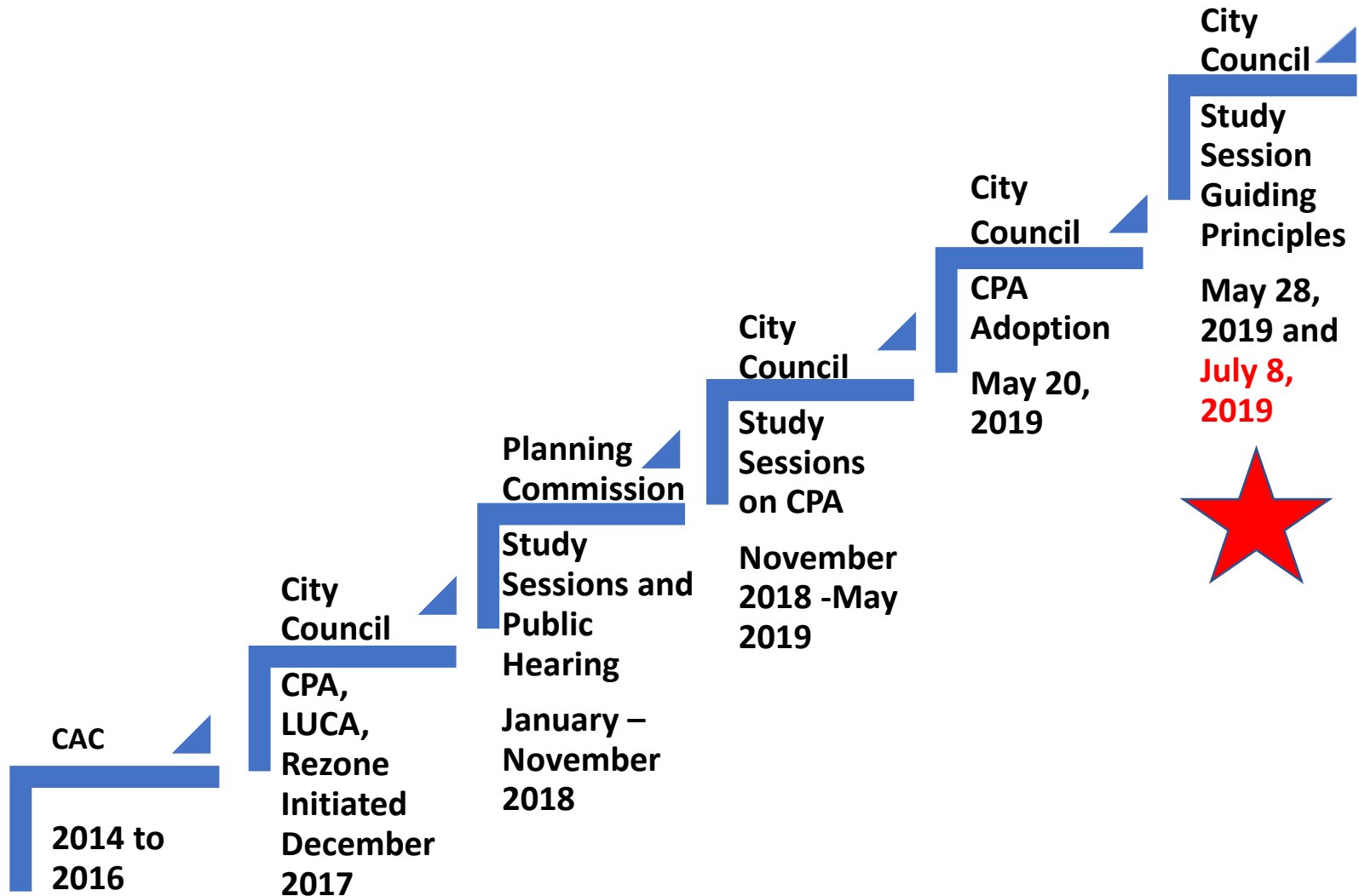


Consolidated Guiding Principles



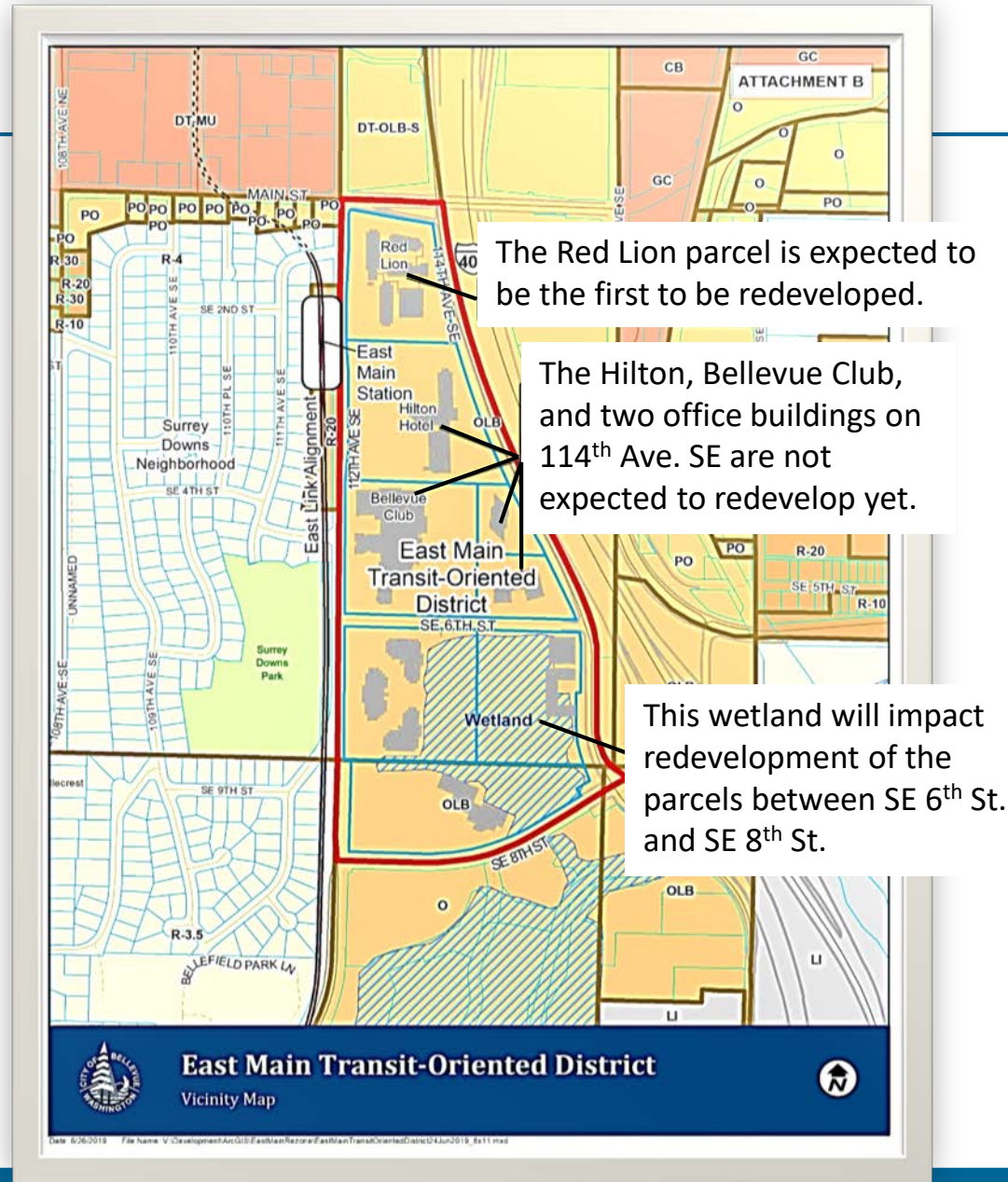
Process Alternatives

# EAST MAIN TIMELINE



# CONTEXT

- North:  
Downtown (DT-OLB S)
- East:  
I-405 & Wilburton (OLB)
- South:  
Mercer Slough (O, OLB)
- West: Surrey Downs  
Neighborhood (R-4)



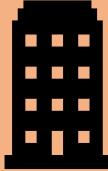


# COUNCIL'S VISION

- Transit-oriented development
- Priority on alternative modes of transportation:
  - Transit
  - Walking
  - Bicycling
- Unique vibrant, active neighborhood apart from Downtown
- Ground floor retail that generates activity

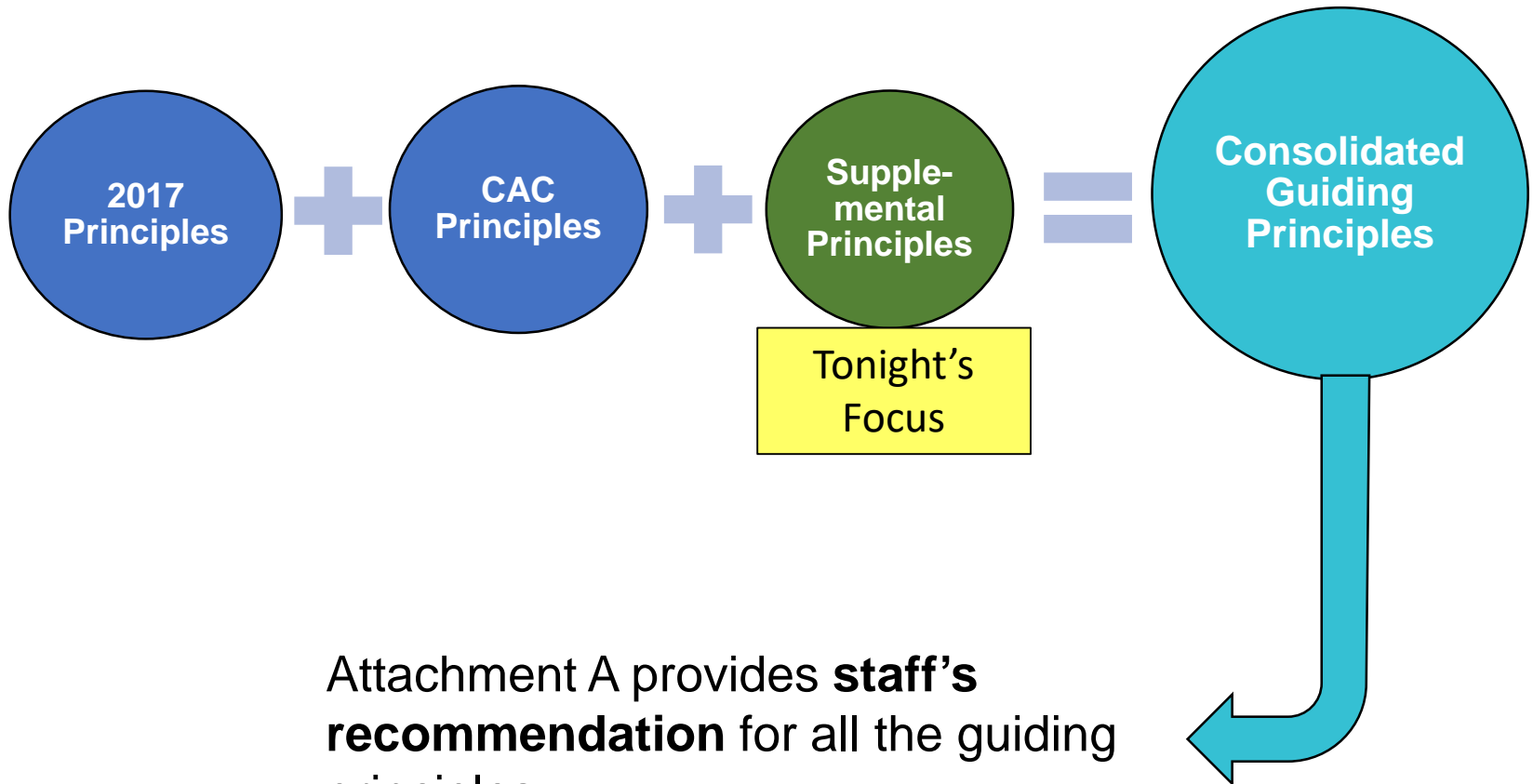


# CPA, LUCA, Development Review

<b>Comprehensive Plan Amendment</b> 	<b>Land Use Code Amendment</b> 	<b>Development Review &amp; Permitting</b> 
Generalized policy statement	Implementation of comprehensive plan	Application of the land use code to a project
<p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Land Use</li> <li>• Neighborhoods</li> <li>• Housing</li> <li>• Utilities &amp; Cap. Facilities</li> <li>• Transportation</li> <li>• Human Services</li> <li>• Parks, Recreation, Open Space</li> <li>• Urban Design, the Arts</li> <li>• Future Land Use Map</li> </ul>	<p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Land Uses/Zoning Districts</li> <li>• Massing, Height, FAR, other dimensions</li> <li>• Development Standards</li> <li>• Design Guidelines</li> </ul>	<p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Site Plan, Survey, Landscaping Plan</li> <li>• Bldg. Plans/Elevations</li> <li>• Access/road plans; Transportation Impact Analysis; Frontage Improvements</li> <li>• Environmental Studies</li> <li>• Amenity Plan</li> <li>• Utilities Plan</li> </ul>

# CONSOLIDATED PRINCIPLES

What do the Consolidated Principles include?



Attachment A provides **staff's recommendation** for all the guiding principles.



# SUPPLEMENTAL PRINCIPLES

Supplemental Principles are:

- Specific to LUCA; and
- Informed by:
  - ✓ East Main CPA
  - ✓ 2018 Stakeholder Discussions
  - ✓ Land Use Code



# SUPPLEMENTAL PRINCIPLES

New Supplemental Principles fall into five categories:

1. Urban Design
2. Mobility
3. Regulatory Framework
4. Housing
5. Incentive System



# URBAN DESIGN and MOBILITY



## 1. Urban Design

- Sidewalk and open space activation
- Location of site servicing and loading
- Provide an open space system

## 2. Mobility

- Multi-modal transportation
- Flexible parking standards
- Network of connected streets and paths





# REGULATORY FRAMEWORK & HOUSING



## 3. Regulatory Framework

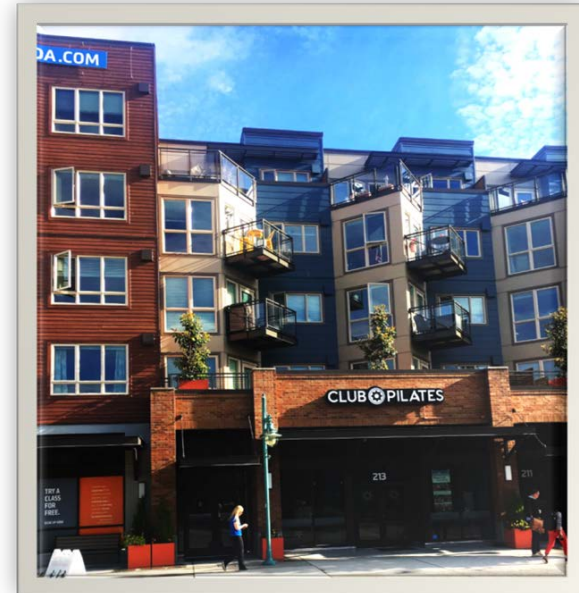
- Provide transparency
- Provide flexibility and predictability
- Consideration of development agreements

## 4. Housing

Provide a mix of:

- Housing (including a minimum housing requirement);
- Retail;
- Service; and
- Office

for a vibrant neighborhood.



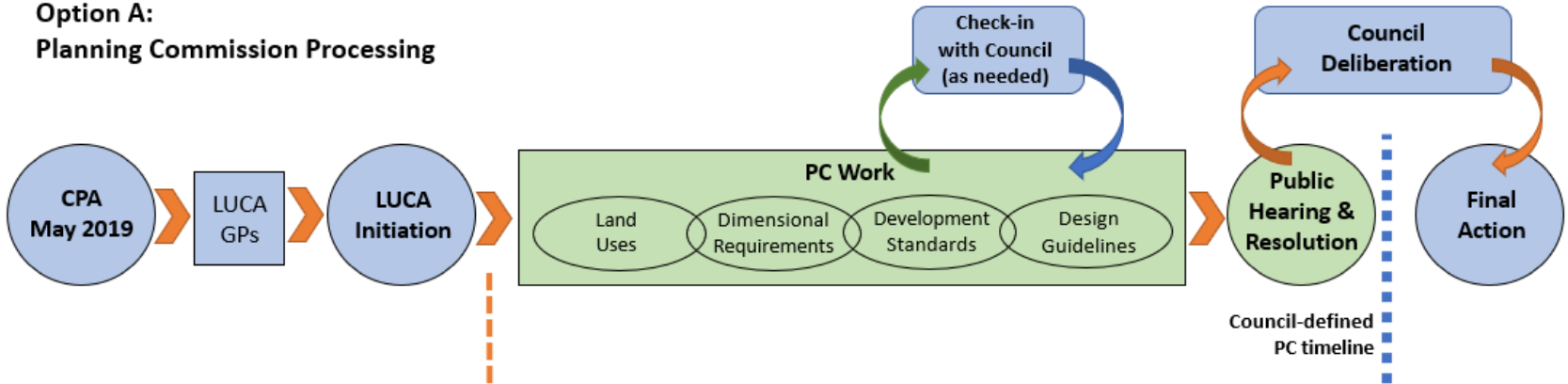
# INCENTIVE SYSTEM

- Use an economic analysis as the foundation for the incentive system.
- Design the incentive system to reflect the East Main neighborhood identity.
- Create a simple incentive system using the Bel-Red tiered incentive system as a guide.
- Balance private return on investment with public benefit.

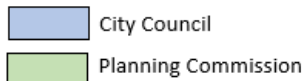
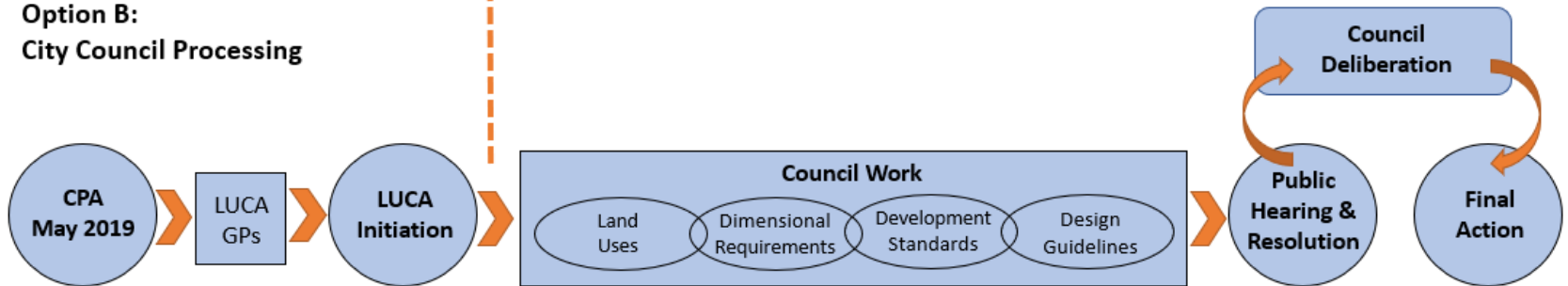


# PROCESSING ALTERNATIVES

## Option A: Planning Commission Processing



## Option B: City Council Processing



# SUMMARY

- Consolidated Principles will:
  - Be specific to the LUCA;  
and
  - Incorporate CPA.
- Process Alternatives:  
Council or Planning  
Commission





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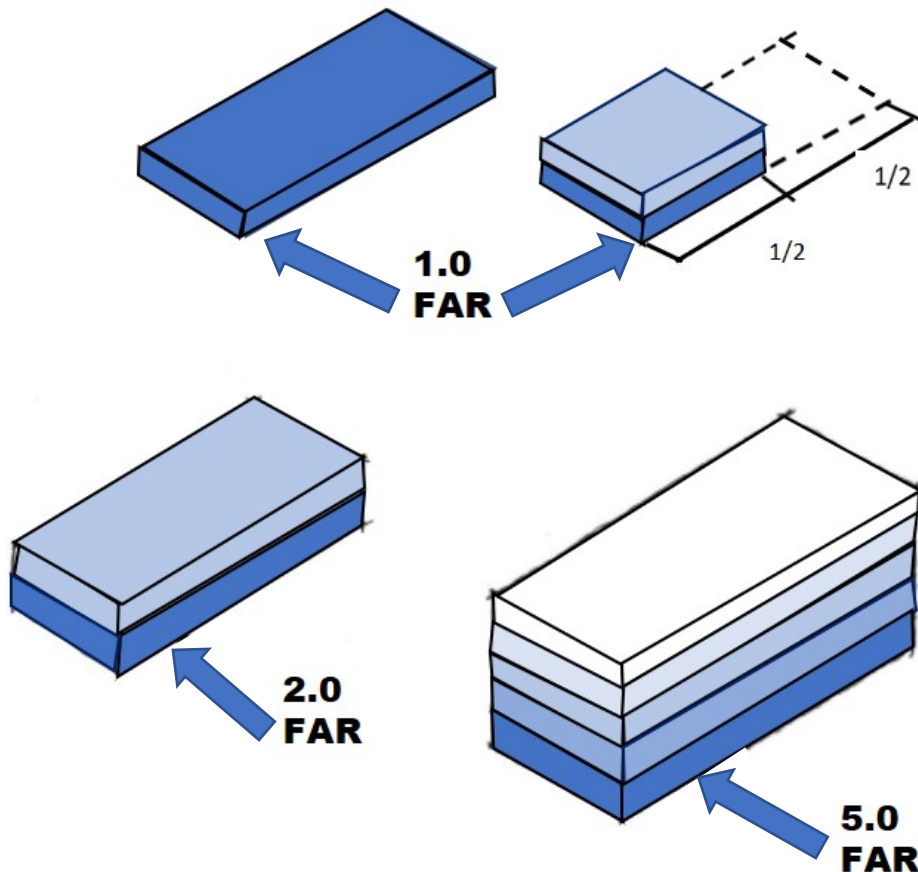
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# FLOOR AREA RATIO

## Floor Area Ratio (FAR)



Floor area ratio (FAR):  
A measure of development intensity equal to the gross floor area excluding parking and mechanical floors or areas divided by net on-site land area.

# REQUIRED ELEMENTS AND PUBLIC AMENITIES

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- Required Elements (Code Requirements)
  - Mandatory
  - Examples include landscaping, parking
- Public Amenities or Benefits
  - Voluntary
  - Examples include affordable housing, open space.
- Incentive
  - An inducement
  - Usually additional FAR in exchange for public amenities or benefits.

# INCENTIVE SYSTEM STRUCTURE

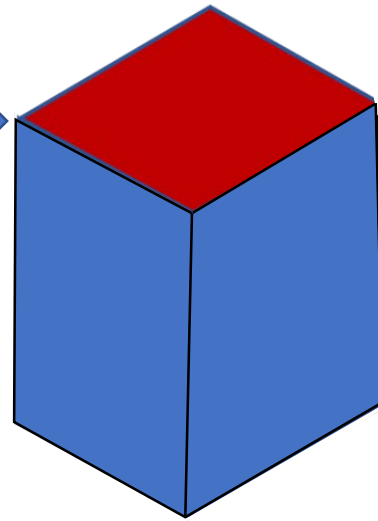
## 1. No incentive system

- Maximum FAR provided in code
- Public benefit obtained only through requirements
- No FAR in exchange for additional FAR.

Maximum FAR



Public benefit  
obtained  
through  
requirements.



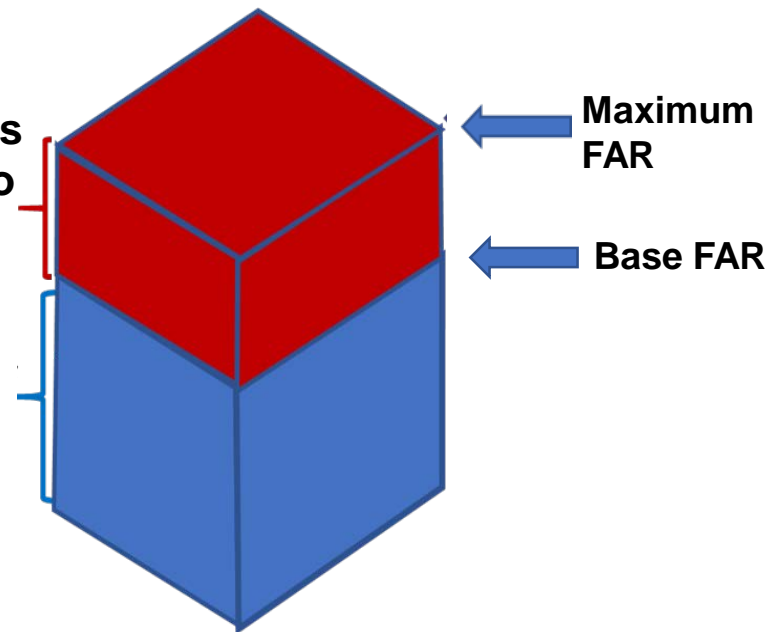
# INCENTIVE SYSTEM STRUCTURE

## 2. Incentive System without Tiers

- All development must meet code requirements.
- Works well where:
  - Only one amenity/public benefit;
  - Little difference between Base and Maximum FAR; or
  - Amenities are not prioritized.

Developer provides public amenities to obtain additional FAR.

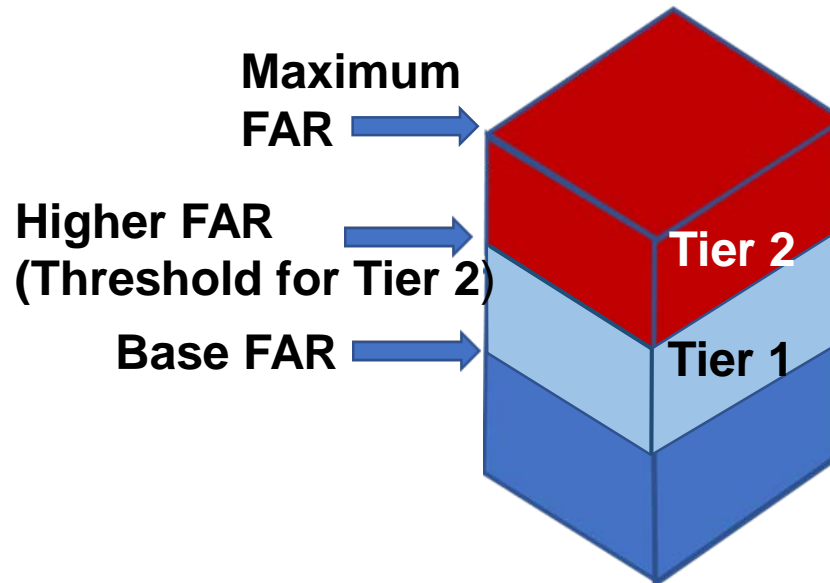
Base FAR allowed as of right.



# INCENTIVE SYSTEM STRUCTURE

## 3. Incentive System with Tiers

- Must fulfill bonuses on Tier 1 before pursuing Tier 2.
- Allows prioritization of amenities/public benefit.
- Ideal where there is a large difference between Base and Maximum FAR.



# PROCESS ALTERNATIVES

Considerations for Planning Commission Processing the LUCA.

The Planning Commission:

- Has a light calendar.
- Is equipped for public participation throughout.
- Can assist with significant code development work.
- Would benefit from Council-defined timeline.
- Would benefit from Council check-ins to resolve policy questions.

# PROCESS ALTERNATIVES

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## Considerations for Council Processing the LUCA

### The Council:

- Has scheduling challenges that could delay adoption date.
- Council processing a LUCA is atypical.
- Council is up to date on the East Main project.
- Council processing excludes the Planning Commission.



# Use of Right-of-Way, UD 5 (Proposed)

UD 5. Wig Properties: Allow property owners to use those areas above/below streets and open space.

## **Staff does not recommend approval because:**

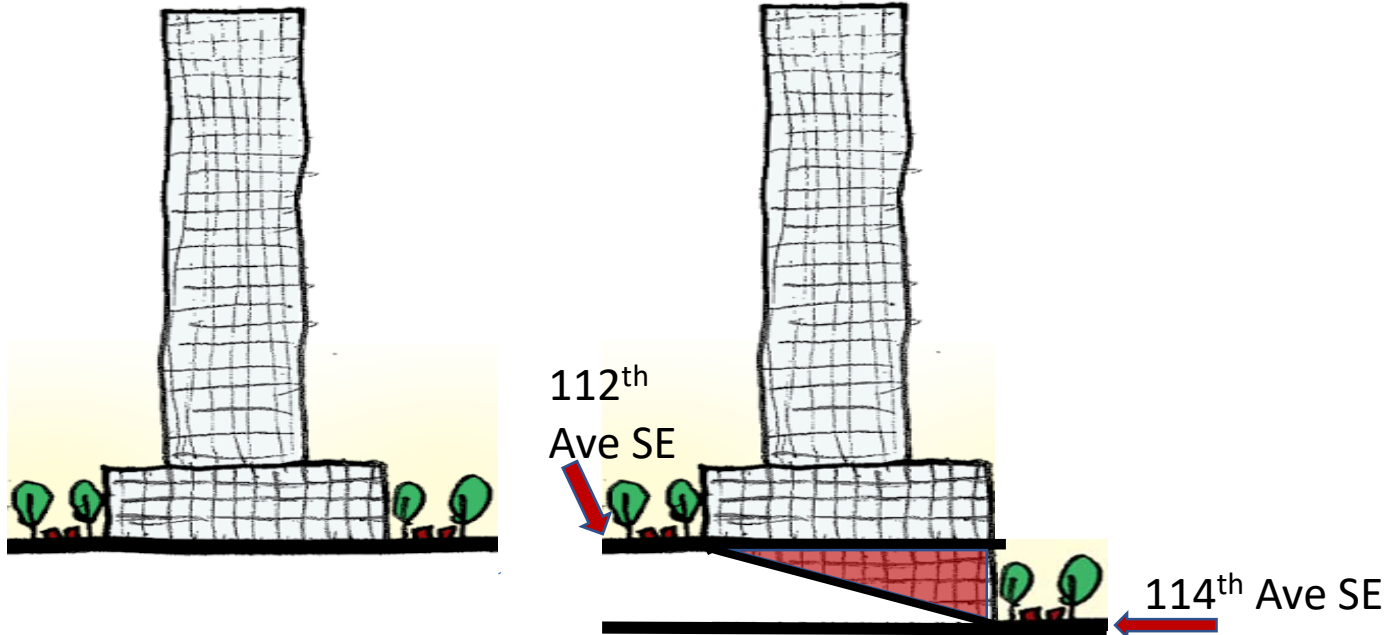
- Private use of the right-of-way is not a topic for guiding principles because it is determined during development review of a specific project proposal.
- Use of right-of-way is governed by the City's Transportation Code, Part 14.60 BCC and implemented at development review.

# CONSISTENT DATUM, UD 6 (PROPOSED)

UD 6 – Wig Properties: With a significant grade, establish a consistent datum for the ground level to provide for level...pedestrian spaces.

**Staff does not recommend approval because:**

- LUC measures elevation from average finished grade.
- Could result in a large podium, additional building height or floor area that is inconsistent with the CPA.



# BUILDING HEIGHTS, UD 7 (PROPOSED)

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UD 7 – Wigs Properties: Shift unused building heights from 112<sup>th</sup> Ave. SE to buildings...

**Staff does not recommend approval because:**

- Inconsistent with LUC and Council Vision
- Reduces predictability and transparency to public

# STREETS AND BLOCK LENGTHS, M3 and M4 (PROPOSED)

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(M3 to M4)

Wigs Properties: Balance block lengths that are shorter than superblocks with:

- Existing conditions
- Continuous active uses

**Staff does not recommend principle above because:**

- CPA recommends small walkable blocks within the station area where feasible.
- Council Vision says: “Block lengths are much shorter than downtown ...bustling with activity, shops and cafes.”

# INCENTIVES FOR TYPE 1 HOUSING, H1 (PROPOSED)

H 1. Wigs Properties: With a minimum housing requirement provide incentives for Type 1 multifamily construction to make it economically feasible.

## **Staff does not recommend approval because:**

- Inappropriate for guiding principle.
- Inconsistent with CPA.