



Engagement Report

Housing Opportunity in Mixed-Use Areas Land Use Code Amendment

Introduction

This engagement report will provide information on engagement activities related to the Housing Opportunities in Mixed-Use Areas (HOMA) Land Use Code Amendment (LUCA). Staff employed multiple methods of outreach to capture broad input from the community and stakeholders, including a project website, story map, virtual and in-person public information sessions, tabling at community events, and direct engagement with interested organizations and individuals.

Overview of Outreach and Engagement Activities

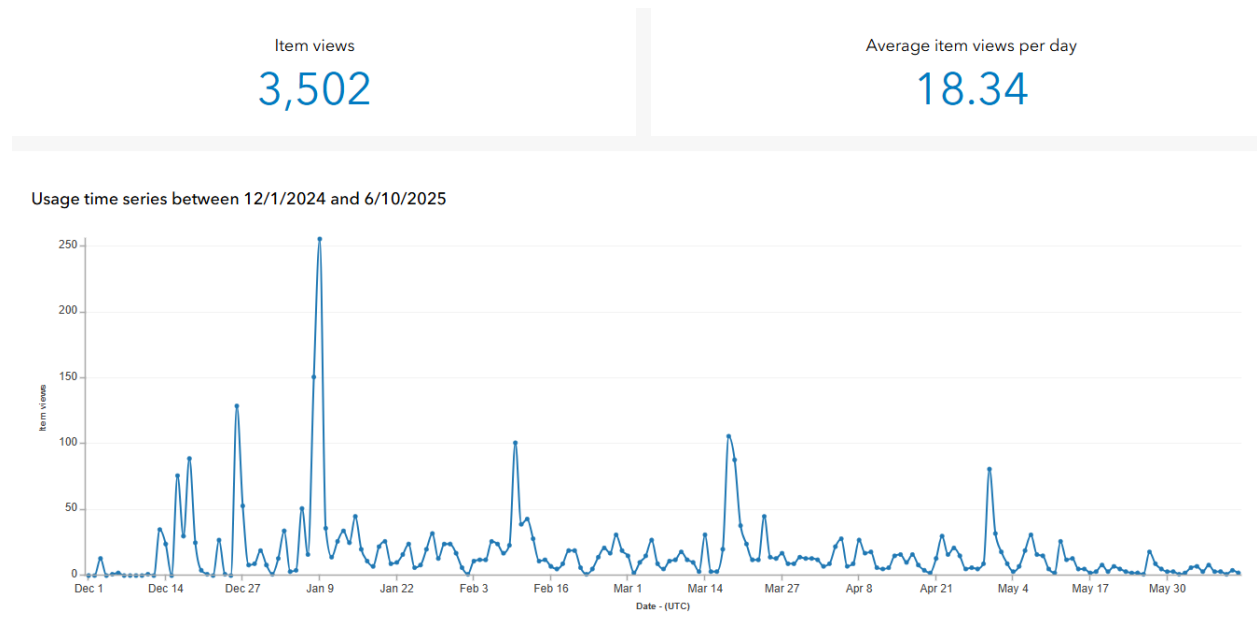
Story Map and Survey

Engagement for HOMA has been ongoing since December 2024. Coinciding with a Council update to reaffirm the scope on December 10, 2024, staff launched a "Story Map" website which included information, maps, and surveys related to both HOMA and the Middle Housing LUCA. Between launch and the closure of the survey and site in June 2025, it received approximately 3,500 views and garnered 35 survey responses. These survey responses are summarized along with other input later in this report. A summary of visitors to the story map site is provided in **Figure 1**.



For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-6800 (voice) or email servicefirst@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.

Figure 1. HOMA Story Map Visitors, December 2024 – June 2025



Public Information Sessions

Staff have held a total of five public information sessions to date, including both virtual and in-person events. One additional virtual information session is scheduled for September 8, 2025.

Two virtual information sessions were held in December 2024 and January 2025. The sessions focused on providing high-level information to residents on the differences between the Comprehensive Plan and Land Use Code; the goals of the LUCA; and how to stay informed and involved. In total, 114 people registered for the virtual information sessions and 56 attended.

Three in-person informational sessions were held at locations throughout the City in January and February 2025. The locations of the three events were City Hall, Puesta Del Sol Elementary School, and Tyee Middle School. Despite broad advertising of the events through email and social media, the City Hall and Puesta Del Sol events were lightly attended. Tyee Middle School had significantly more attendees, many from the Newport Neighborhood. All events were advertised via email, text message, and social media, with emails reaching about 20,500 individual email addresses and phone numbers. Additional information on distribution and performance for the emails advertising HOMA events is provided in **Figure 2**. Overall, 96% of these messages were successfully delivered, and around 19% of recipients opened the message. In total, 2% of recipients then clicked through the message to learn more and/or register for an event.

Figure 2. Information Session Email Delivery and Performance

Delivery Metrics - Details			Bulletin Analytics		
21,345 Emails Sent			3,275 Bulletin Opens		
20,478 (96%) Delivered			2,618 (19%) Unique Opens		
256 (1%) Pending			328 Total Clicks		
608 (3%) Bounced			254 (2%) Unique Clicks		
Channel	Percent Delivered	Number of Recipients	Number Delivered	Open/Unique	Bounced/Failed
Email Bulletin	94.4	13,244	12,498	2,618/21.1%	492
SMS Message	98.2	6,997	6,881	n/a	116

Events and Direct Engagement

During summer 2025, staff hosted tables to provide attendees project information and answer questions at both the Eastgate Block Party and Bellevue International Festival.

Throughout the process staff has presented information on HOMA to individuals and groups as requested. To date, all requests for meetings and presentations have been accommodated. Informational meetings were held with the following groups on request:

- Bellevue Network on Aging
- Bellevue Development Committee
- Newport Community Coalition
- Newport Hills Community Club
- Eastside Urbanism
- Bellevue Chamber of Commerce PLUSH Committee
- Eastside Affordable Housing Coalition
- Eastside Housing Roundtable

Summary of Input

Much of the input received throughout the process has related to two specific topics: Newport Hills Shopping Center and the modification of affordable housing provisions applicable to development Downtown. An overview of the input has also been provided to the Planning Commission and public through agenda memos and is reflected in the comments received by Planning Commission in previous Study Sessions.

Newport Hills

Comment related to Newport Hills Shopping Center has been mixed with residents both supporting and opposing the proposed LUCA. The comments have focused on several repeating themes. For those supporting the code amendment, the shopping center has been noted as outdated and in need of a refresh and additional housing on the site is supported. For those opposed to the code amendment, parking and traffic are seen as primary concerns, as well as the proposed scale of development.

Both groups have noted the importance of the shopping center to the neighborhood and have stressed that neighborhood serving retail should be maintained regardless of future development. To ensure the retail element is maintained, HOMA proposes required ground floor retail on the site and exempts uses noted as especially important to the neighborhood from floor area ratio calculations as an additional incentive to provide these uses. Exempt uses include grocery stores and childcare facilities.

Downtown Amenity Incentive System

Significant input has been received on proposed changes to Downtown affordable housing provisions, generally from the development community. The comments are generally in support of including the provisions of the Interim Official Control (IOC) which provided development flexibility in the Downtown Perimeter Overlay Districts and against the addition of a requirement that the first 25 percent of the Amenity Incentive Program. Staff have modified the provisions of the Downtown Code to provide additional flexibility in utilizing the affordable housing bonus based on comments provided. Additional information on the proposal for Downtown is detailed in the Agenda Memo provided to Planning Commission.

Staff have analyzed all comments received on HOMA and taken them into account while drafting the code. The drafted code's goal is to balance comments from the community, the policies and goals of the adopted Comprehensive Plan and other planning documents, and City Council priorities and direction.