



HDR/PUD LUCA Engagement Plan

Updated May 2026

Project Introduction

The purpose of this project is to develop and implement a Land Use Code Amendment and rezone to establish a new High Density Residential (HDR) Land Use District and update Planned Unit Development (PUD) regulations. This initiative aligns with the 2044 Comprehensive Plan and the Future Land Use Map (FLUM). The new HDR district will be applied to designated areas within the Crossroads and Factoria neighborhoods, creating a residential category with a density that sits between MDR-2 and mixed-use development categories. Additionally, the LUCA will update PUD provisions to allow greater site flexibility and support affordable housing development.

Background

This LUCA implements the Comprehensive Plan by advancing policies that promote housing diversity and density and clustering to preserve open space and trees. In the Crossroads area, which includes a higher concentration of immigrant and low-income families relative to the rest of the city, the Puget Sound Regional Council (PSRC) has identified a higher risk of displacement. This engagement plan specifically addresses these concerns by integrating equity-focused outreach strategies. By updating the PUD code, the city also advances its Affordable Housing Strategy, providing the necessary regulatory flexibility to facilitate new affordable units within these projects.

Outcome

- Participation rates that reflect the demographic makeup of Crossroads and Factoria, specifically ensuring that low-income and immigrant households are represented in the feedback.
- Feedback from residents of Bridle Trails as it relates to a legislative rezone on a portion of the Overlake Farms site, as well as input from members of the applicant group and broader development community that results in PUD code flexibility that is practical, predictable, and supportive of affordable housing.
- Identification of specific community-led or policy-driven strategies to mitigate displacement risks in areas identified by the PSRC as high-risk.
- Rezone parcels in Crossroads and Factoria to High Density Residential and Overlake Farms to Low Density Residential consistent with the FLUM.
- Adopted code language that is cohesive, compliant with the Comprehensive Plan and its policies, and ensures appropriate alignment with references in code.

Engagement Overview

Phases of Engagement

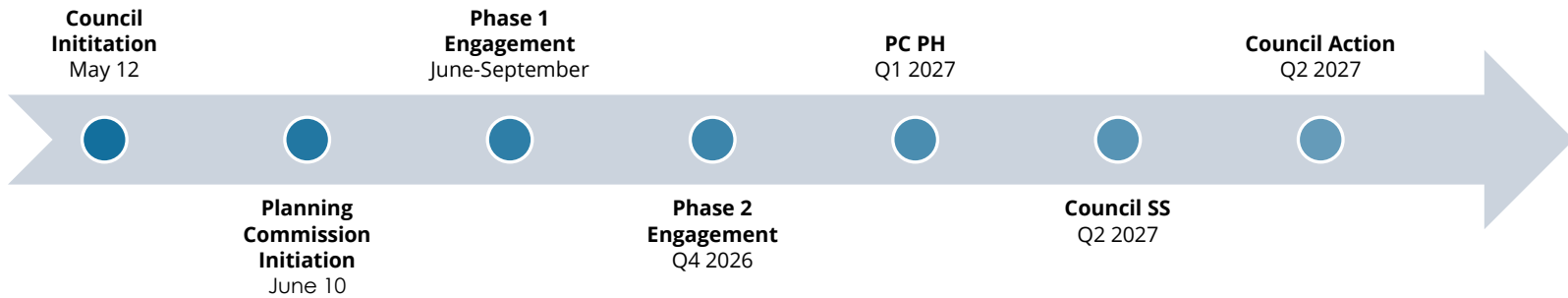
Phase 1: Listening, Fundamentals, & Early Code Development

- Time Frame: June-September 2026
- Public Engagement Goals:
 - Direct engagement with neighborhood associations and neighborhood leaders in Bridle Trails, Factoria and Crossroads. This may include dedicated meetings and participation in external events, such as tabling at neighborhood picnics.
 - Offer at least two virtual sessions to maximize accessibility for working professionals and developers.
 - Retain the use of in-person and virtual meetings in Crossroads and Factoria to help residents to visualize the impact of HDR and address any displacement concerns.
- Outcome: Confirmed scope of proposed code changes

Phase 2: Reviewing and Drafting

- Time Frame: Q4 2026 - Q1 2027
- Public Engagement Goals:
 - Share feedback gathered from Phase 1
 - Present draft code language directly to the BDC, community, and the Overlake Farms applicant group (as well as other potential PUD applicants) to ensure the mechanics of density calculations are practical and predictable.
 - Solicit feedback on recommended code changes
 - Focus resources on FAQ sheets specifically addressing rezoning impacts and displacement mitigation for the Crossroads community.
- Outcome: Full draft code amendments ready for Planning Commission Review in Q1 2027, with City Council action in Q2 2027

Timeline



Input

The project may benefit from insight from Neighborhood Area Plans in progress and recently completed for relevant neighborhoods. The plan prioritizes proactive, culturally sensitive outreach in the Crossroads and Factoria area to address concerns regarding rezoning and displacement risk while facilitating direct dialogue with Bridle Trails residents to address specific concerns regarding the Overlake Farms property. This coordinated approach ensures that technical updates to high-density residential districts are implemented through a transparent process that values neighborhood character alongside the city's broader housing goals.

Engagement Approach

Phase 1: Listening, Fundamentals, & Early Code Development

Website

Website has been set up: <https://bellevuewa.gov/code-amendments/high-density-residential-planned-unit-development-land-use-code-amendment>

- Centralize all updates, Planning Commission coordination, and the "Engagement Summary Report"

Community Mailer

- Partner with the Public Information Officer (PIO) and Graphics team to design and distribute a high-impact physical mailer to all property owners and residents within a 1,000-foot radius of the proposed HDR rezone areas. The community mailer will directly advertise and provide registration details for the Phase 1 Public Information Sessions/Community Open House.

Targeted Stakeholder Outreach through Public Information Sessions

Implementing High Density Residential

- Host hybrid community open houses localized in the Crossroads and Factoria neighborhoods.

- The sessions will be designed as informational briefings to educate property owners and residents on how the city is implementing the High Density Residential designations previously adopted under the Comprehensive Plan.
- Staff will guide attendees through a series of informational stations designed to clarify the transition from policy to land use code:
 - Looking at the Future Land Use Map, providing background on the Comprehensive Plan policies and how they guide the process towards implementation.
 - Using visual exhibits to help illustrate the intent behind the new HDR code. These exhibits will provide clear, predictable, and objective metrics regarding building heights, setbacks, lot coverage and transition buffers next to lower-density zones.
- Coordinate with Community Development to leverage their established neighborhood networks, equity frameworks, and liaisons.
- Prepare multilingual materials that address rezoning and the proposed LUCA.

Implementing the Planned Unit Development Update

- Development Community. Staff will present the planned updates to the current PUD code to the development community, ensuring outreach to both market-rate and affordable housing developers.
 - Focus on demonstrating how the new code:
 - Streamlines the current layout,
 - Improves requirements and opportunities, and
 - Introduces affordable housing into the PUD framework.
- Neighborhood and Community Associations. Staff will ensure coordination with established neighborhood associations citywide, including Bridle Trails.
 - Focus on informing the community on how a current and uniform PUD framework provides
 - Predictable, high-quality built outcomes,
 - Preservation of continuous tree canopy, high-quality open space, and critical areas (such as wetlands and steep slopes) along with their protective buffers, and
 - Design transitions whenever a comprehensive, planned unit development interfaces with an existing lower-density neighborhood edge.

City Newsletter Updates

- Project updates in city newsletters, including DSD Newsletter and It's Your City

Engagement Summary Report

- Develop a summary report to document community input and share with the Planning Commission and City Council

Phase 2: Reviewing and Drafting

Stakeholder follow-up

- Keep the stakeholders from Phase 1 engaged with project updates
 - Share feedback gathered from Phase 1 (engagement summary report)
 - Share draft once completed and solicit feedback

Public Information Session

- Once the draft code is developed, host public information sessions once the draft code is released to answer questions and gather direct input.

City Newsletter Updates on project progress

- Regular project updates in city newsletters, including DSD Newsletter and It's Your City