



Cultural & Economic Development

Quarterly Update

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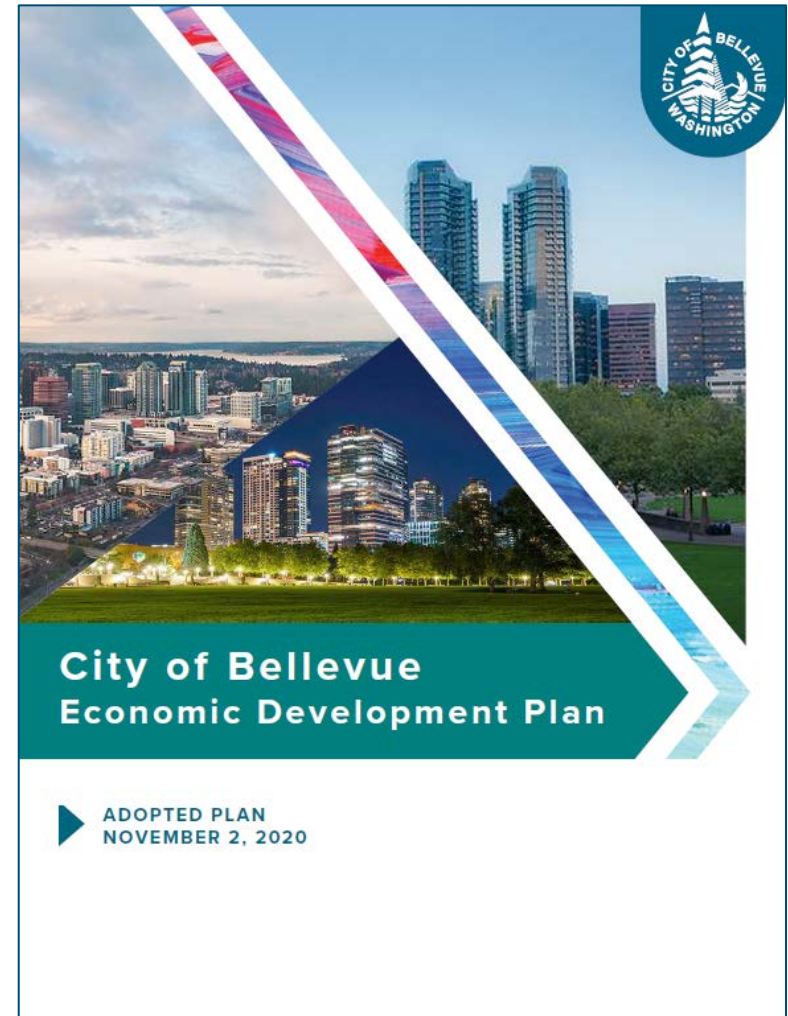
Community Development

02/28/2022

Information Only



- Tonight's presentation is a report on ongoing operations and programming.
- No direction is requested.



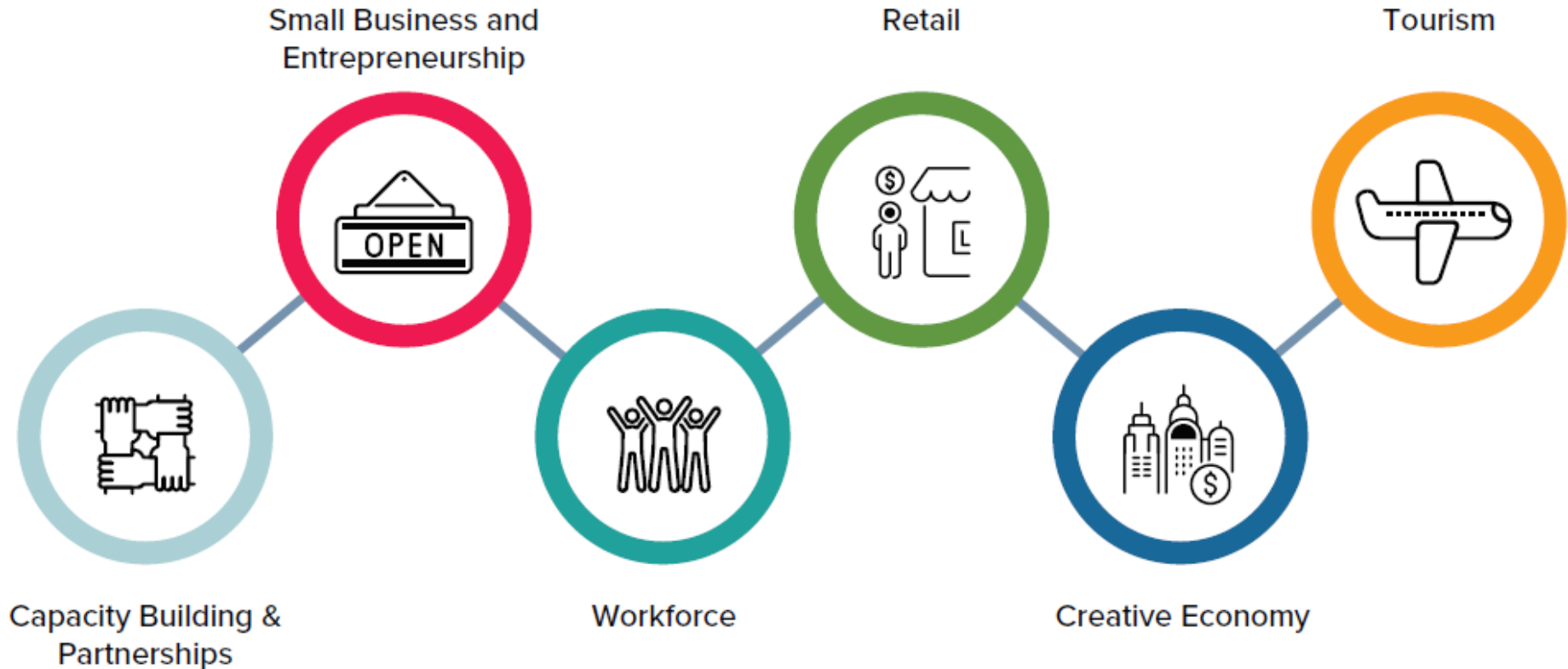


Agenda

1. Year in Review
2. Economic Recovery
3. Business Relations
4. BelRed Arts District
5. Retail
6. Tourism
7. What's Next?



ED Plan - Year 1 Review

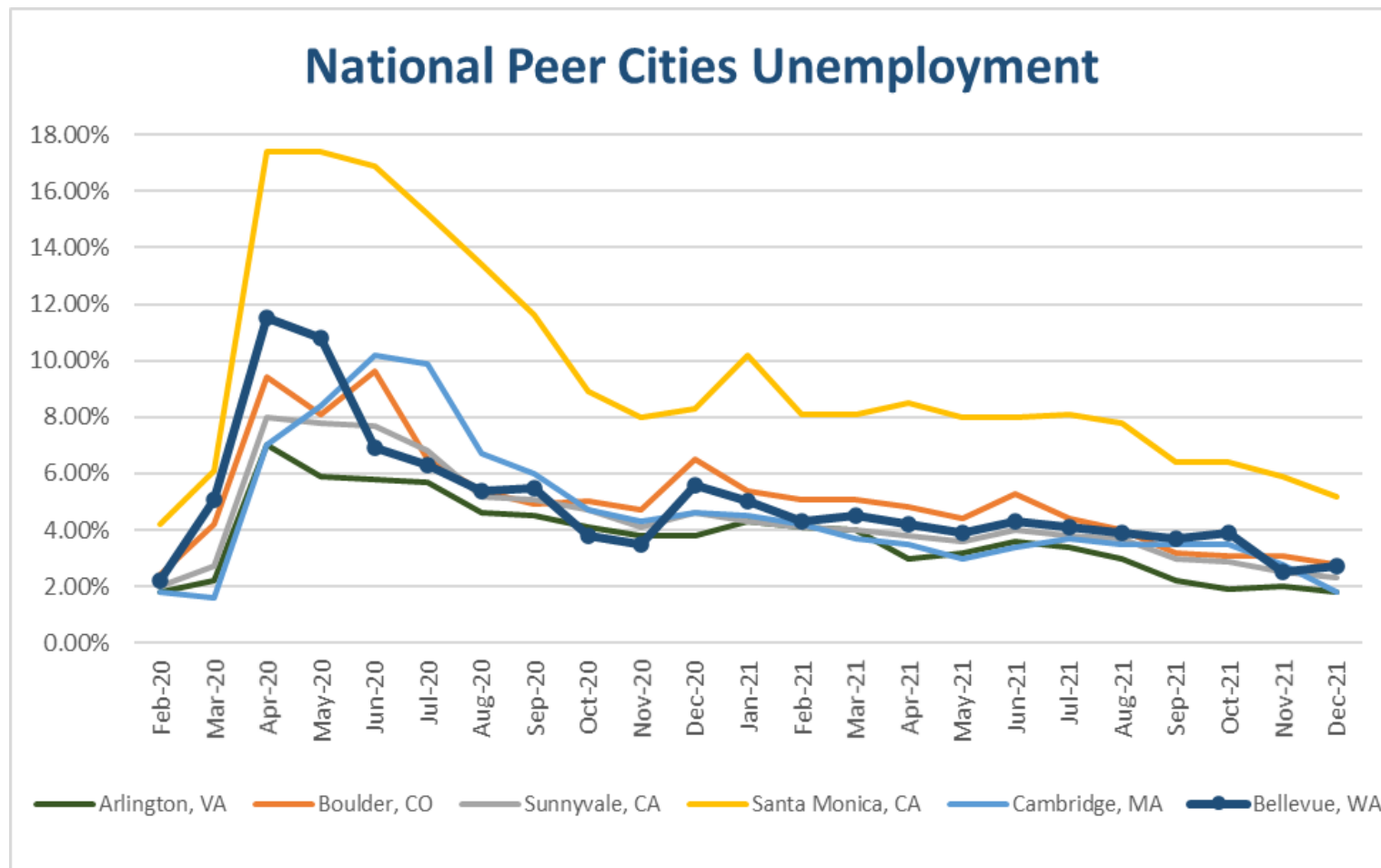


Business Attraction & Marketing | Business Retention & Expansion

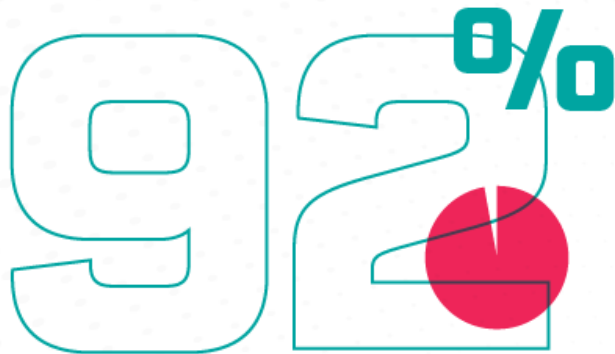
Focus of Economic Development Staff

Unemployment Trends

Bellevue unemployment rate saw a significant decrease at the end of 2021.



Business Relations



When asked about their perception of Bellevue's economy, **92% of people** found Bellevue to be better than other Puget Sound cities and towns.

79⁺²%

Bellevue as a Place to Operate a Business
Better than other cities and towns

67⁺⁹%

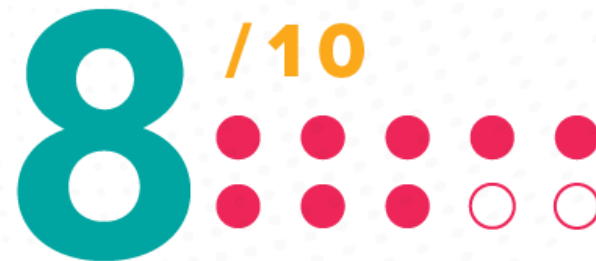
Likelihood of Recommending Doing Business in Bellevue
Likely / Extremely likely

73⁺⁴%

Direction City is Headed
Right direction

68⁺⁵%

Recommend Bellevue as a Vibrant Arts and Cultural Destination
Somewhat / Extremely likely

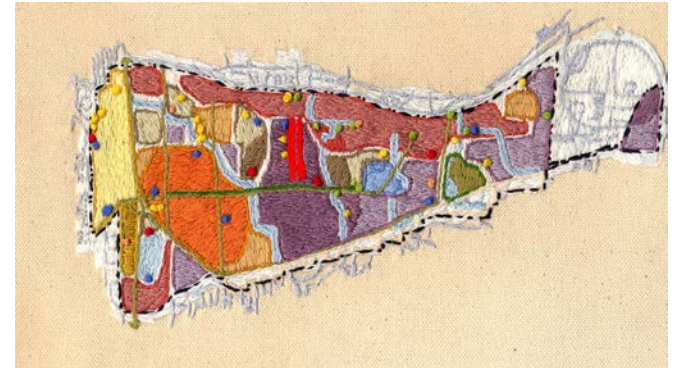


8 out of 10 businesses rate the economic strength of their business as somewhat or very strong

Developing BelRed Arts District

Next steps include:

1. Market study phase 2 on needs for artist housing and creative commercial space
2. Mural Program Pilot
3. Convene an Arts District Stakeholder Group
4. Define boundaries



Retail Study

Key implementation step of the Economic Development Plan

Draft Scope: Retail market analysis, district capacity building, land use code, equity, and auto services.

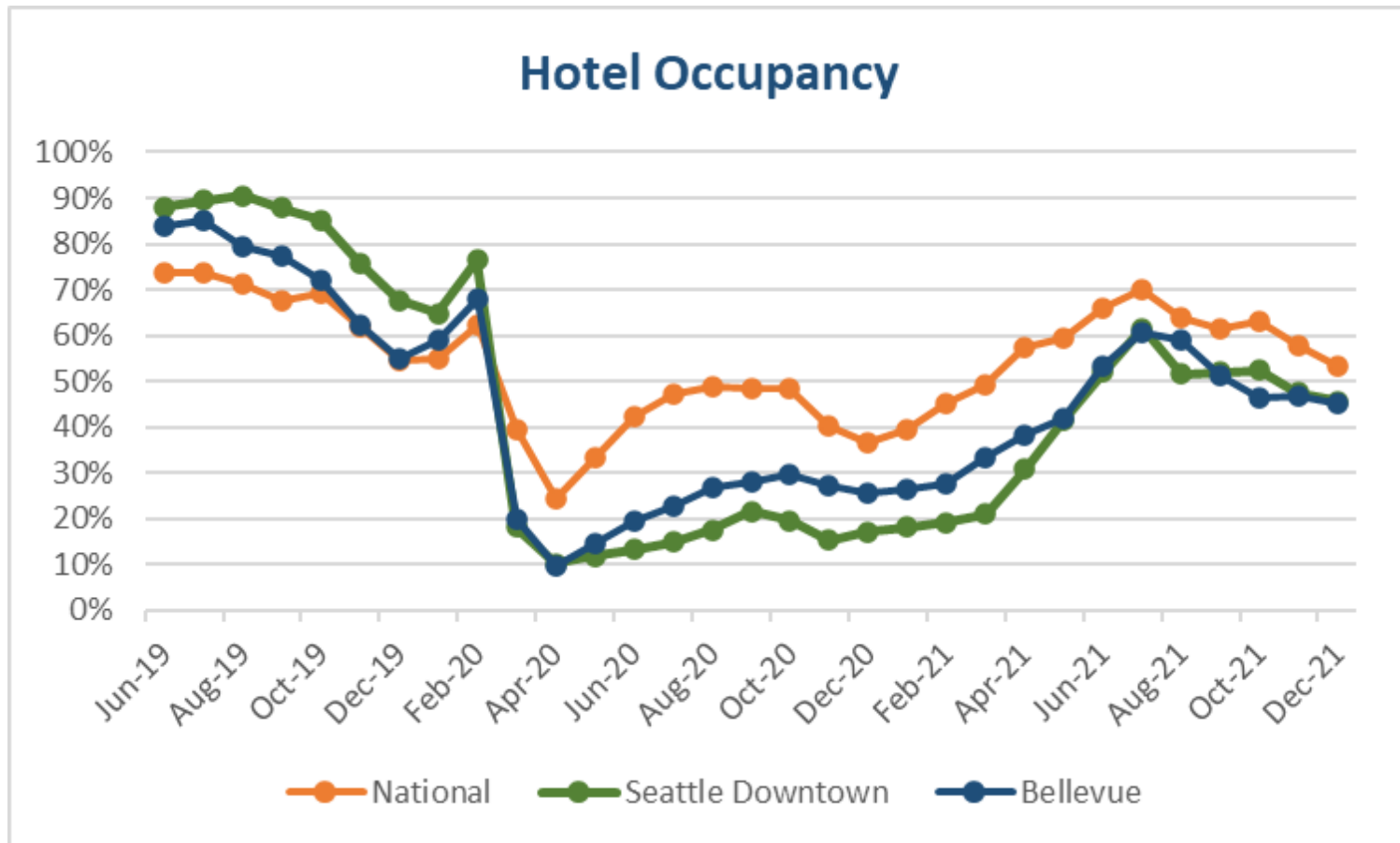
Timeline:

- March - Stakeholder Engagement
- May - Council Update
- July - Issue RFP



Visitor Trends

The tourism industry continues to struggle with new variants, but concerted efforts should help with recovery.



Tourism



- Rock 'n' Roll Half Marathon
- Tourism Promotion Area
- Noise Code Amendments to support small events

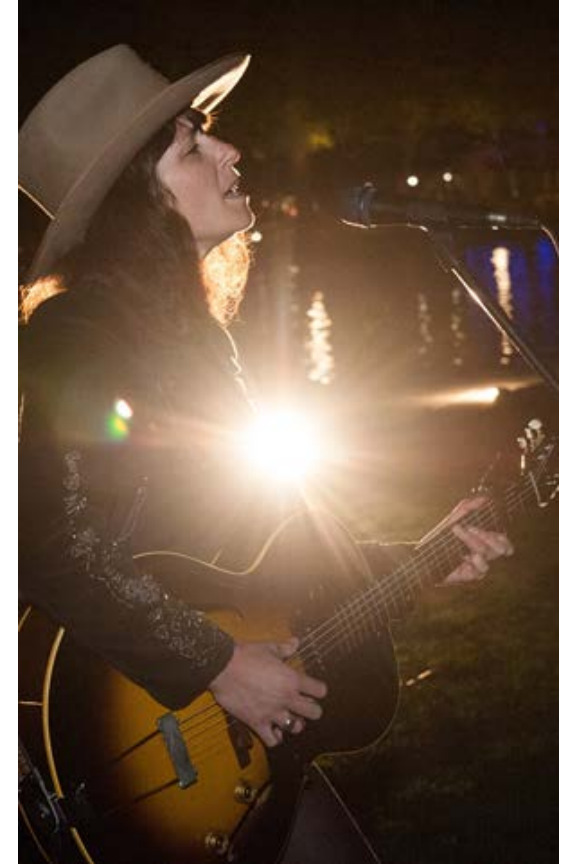


Building community through improved Noise Code

- Stakeholder requests for more community events and celebrations
- Staff engaged residents and businesses for input on improvements.

Amplified sound currently restricted to when most people are working:

- No amplification on Sundays or legal holidays
- Only permitted 8:00 AM – 5:00 PM



Noise Code Amendments

- Economic Development worked with Development Services to address most significant barriers:
 - Remove ban on Sundays and legal holidays
 - Extend permitted hours
- Limited to amplified sound for events under 500 people.
- Change will result in more community connectivity, vibrancy and placemaking.
- Permit still required, staff will issue spot



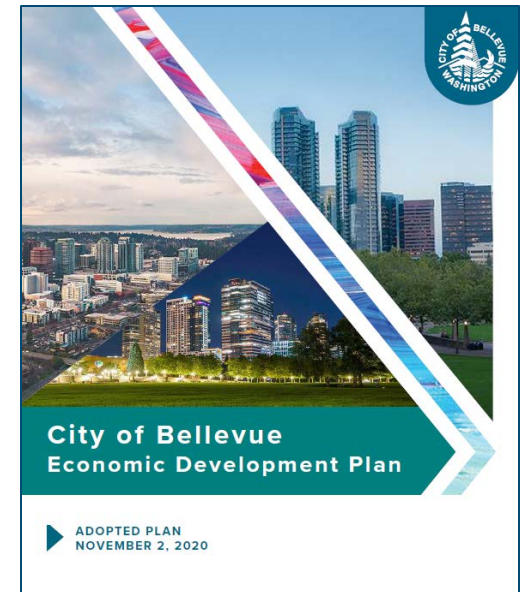
What's Next?

Q1:

- Rock 'n' Roll Marathon community engagement
- Workforce Program launch
- Noise Control Amendment work

Q2:

- Tourism Promotion Area Interlocal Agreement (ILA)
- City-wide Retail Study RFP
- ArtSpace Phase 2 kick-off



Noise Control BCCA

Study Session

Liz Stead, Interim Director
Kristina Gallant, Senior Planner
Development Services Department

February 28, 2022





Direction

Initiate a BCCA related to Noise Control to expand exemption days and hours for amplified sound



Agenda

1. Background
2. BCCA Objectives
3. Engagement Process
4. Direction from Council



Background

What events are eligible for a sound amplification permit?

- Fewer than 500 attendees
- Not located in parks
- With property owner's permission
- Must provide:
 - Location
 - Description of equipment, purpose
 - Proposed time equipment will be in use



Background

Current permit criteria:

- No amplification on Sundays or legal holidays
- Only permitted 8:00 AM – 5:00 PM
- No more than four days per week
- Subject to decibel limits
- Subject to quiet zone prohibitions
- Protections for schools and hospitals



BCCA Objectives

- Facilitate neighborhood-oriented events and after-work activations
- Address most significant barriers:
 - Remove ban on Sundays and holidays
 - Extend permitted hours
- Other limits remain
- Does not apply to other sources of noise



Engagement Process

- **Broad notification** through Neighborhood News, Cultural and Economic Development Newsletter
- **Direct engagement** to representatives of residents, events, cultural organizations, and business community
- **Online presence** on city webpage (Bellevuewa.gov/noisecontrol-update)



Direction

Initiate a BCCA related to Noise Control to expand exemption days and hours for amplified sound

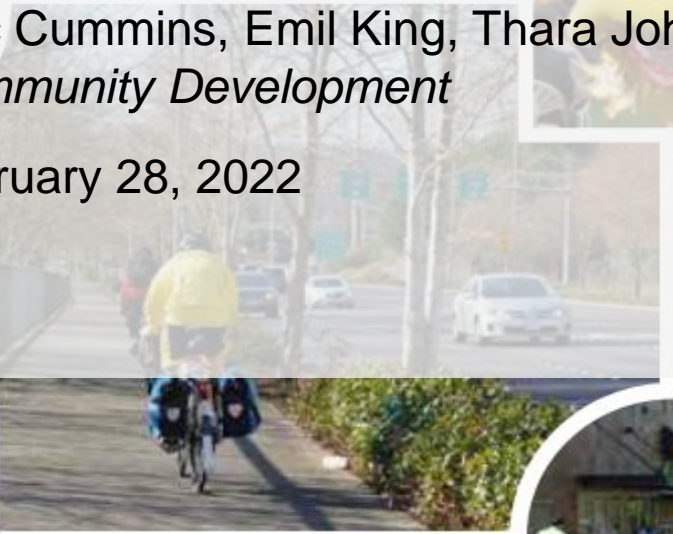
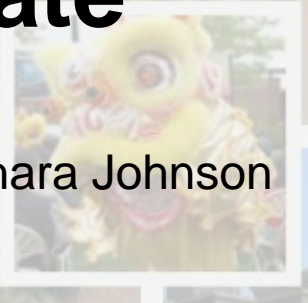




Comprehensive Plan Periodic Update

Mac Cummins, Emil King, Thara Johnson
Community Development

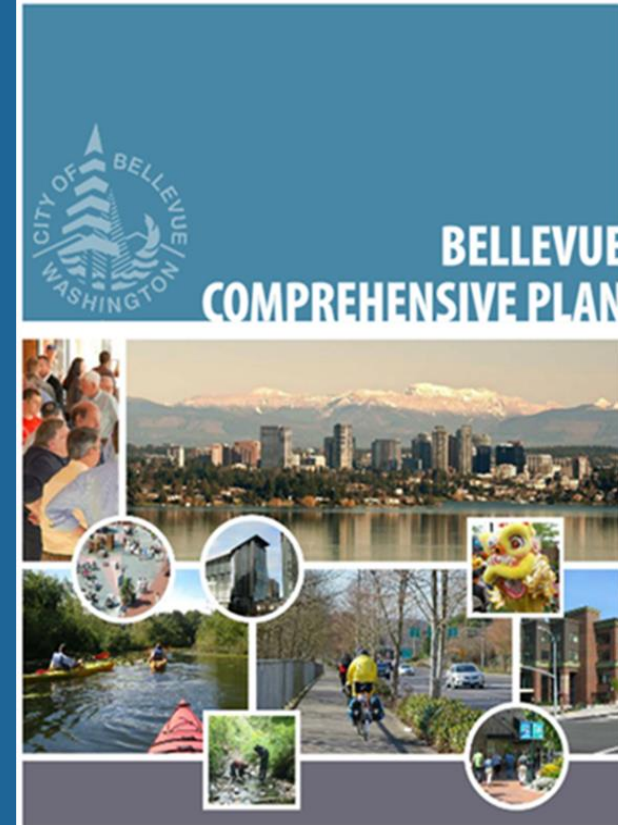
February 28, 2022





Direction

Provide direction to initiate work on the Comprehensive Plan Periodic Update.





Agenda

1. Background
2. Current Plan
3. Reasons for the Update
4. Emphasis areas and scope
5. Update Process
6. Community Engagement Strategy
7. Next Steps



What is a Comprehensive Plan

- GMA requirement
- Vision for how the community grows
- 20 year plan (2024-2044)
- Includes Vision and Elements or chapters
- Sets policy that guides city actions and decisions
- Guides capital investments



What is our current plan?

- Vision
- Narrative
- Goals + supporting Policies
- Map of land uses
- Subarea/Neighborhood Area plans





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CITY OF BELLEVUE COMPREHENSIVE PLAN: TABLE OF CONTENTS



VISION 2050

A Plan for the Central Puget Sound Region



Puget Sound Regional Council



Why update now?

- Remain current and relevant
- Address regional requirements
 - GMA requirements – 8 year periodic update (2024)
 - PSRC Vision 2050 MPP's
 - King County CPPs and growth targets
- Reflect Council's updated vision
 - Housing options and affordability
 - Maintain economic innovation
 - Protecting the environment

Growth Targets: Background

Growth targets are:

- A policy statement about the amount of housing and jobs we plan for in 2024 comprehensive plans
- For at least a 20-year period (2019-2044)
- Created collaboratively by all cities and King County
- Adopted as part of the CPPs



Adopted Growth Targets:

- Metropolitan job center and regional collaboration
- Downtown Bellevue is an Urban Growth Center
- Achieving a more equitable jobs/housing balance – 2:1 from 2.4:1
- Planning to address growth: Periodic update, Wilburton and Bel-Red lookback

	Housing Units	Jobs
Existing Inventory	65,194	155,031
	Net New Housing Units 2019-2044	Net New Jobs 2019-2044
Target	35,000	70,000
Existing Capacity	26,859	117,241

Focus of the Update



- Plan for growth: Land Use Map amendments + broader categories, and Countywide and Regional Centers
- Expand housing options, access to affordable housing, and approaches to combat homelessness
- Create vibrant places at a variety of scales and locations
- Equitable approaches with a focus on underserved and underrepresented community members
 - Diverse and inclusive engagement
 - Displacement considerations
 - Legacy of discrimination: education and response
- Emphasize environmental sustainability and resilience
- Set the stage for future planning

Update Process

Two year process with an EIS and three phases:

Phase I: Vision Update and Alignment

Phase 2a: Draft Land Use Alternatives

Phase 2b: Analyze and lay the foundation

Phase 2c: Growth-Related policy updates

Phase 3: Revise and refine

Community Engagement Strategy



YEAR	TIME	PHASE	FOCUS
2022	Mar-Apr	1	Affirm the Vision
	May-Jul	2a	Explore Livability
	Sep-Nov	2b	Lay the Foundation for Future Planning
2023	Jan-Mar	2c	Explore Growth Alternatives
	Jul-Oct	3	Refine Plan & Policies

Streams of Engagement



Types of Outreach Activities

Direct

- Mailed questionnaire to all households
- Mailed announcements

On-Demand

- Engaging Bellevue Website
www.engagingbellevue.com
 - Ask questions
 - Provide input – surveys, ideas, discussion
 - Download information

In-Person/Virtual

- Community workshops
- Presentations on request
- Tabling in the community

Equity

- Cultural Outreach Ambassadors
- Material Translated
- Multi-lingual outreach



Next Steps

2022

Jan

Feb

Mar

Apr

May

Jun

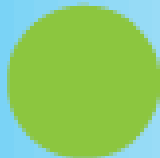
Jul

Aug

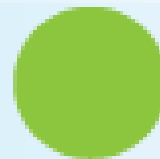
Sep

Oct

Council



Launch



Brief on Vision +
Growth Approaches



Direction

Provide direction to initiate work on the Comprehensive Plan Periodic Update.

