



# Community Engagement Plan Wilburton Vision Implementation – CPA and LUCA

## Project Introduction and Background

The Wilburton neighborhood is poised for change. The 2018 Citizen Advisory Committee-led *Wilburton Commercial Area Study* states that Wilburton is a neighborhood that can, "...become Bellevue's next urban mixed-use community that enhances livability, promotes healthy living, supports economic vitality, and serves the needs of a diverse and growing population." The Wilburton Vision Implementation work plan includes: 1) completion of an environmental impact statement that assesses potential impacts and mitigation measures anticipated for future development in Wilburton; 2) amendments to the Wilburton/NE 8<sup>th</sup> Street and BelRed Subarea Plans consistent with the envisioned future state of Wilburton; 3) zoning changes to permit mixed-use, transit-oriented development; and 4) Land Use Code Amendments (LUCA) to implement development standards and design guidelines applicable to future development.

## Formation of the Wilburton Vision

Work on the Wilburton Commercial Area Study began in January 2017 with the initial convening of a City Council-appointed 15-member Citizen Advisory Committee (CAC) to provide guidance for a vision for the Wilburton Commercial Area. The CAC met over the course of several months to consider the future state of this neighborhood which is proximate to Downtown Bellevue, includes the future Eastrail Corridor and Wilburton Light Rail station. Concurrent with the work of the CAC, a Draft Environmental Impact Statement (DEIS) was prepared that studied the potential impacts of alternatives for a future mixed use, transit-oriented neighborhood in comparison to a "No Action" alternative. Following issuance of the DEIS, the CAC identified a preferred vision for the Wilburton Commercial Area and presented that vision in the [Wilburton Commercial Area Study report](#).

## Bellevue's continued growth and the future state of Wilburton

In the years following the completion of the CAC study, Bellevue has continued to grow and transform into a major urban center. Office development, primarily in Downtown, has exceeded the city's growth targets while housing development has not kept pace with demand. The city is underway with the periodic Comprehensive Plan update which provides the opportunity to consider how Wilburton can play a key role in meeting the city's housing growth targets and realizing Bellevue's vision for an innovative, diverse, equitable and sustainable community. By aligning the Wilburton Vision Implementation work plan with the periodic comprehensive plan update we can incorporate environmental review (EIS) for Wilburton with the periodic comprehensive plan update EIS. By coordinating environmental review in this way, we can better communicate, analyze, and plan for how the future of Wilburton will impact and is impacted by the future state of the city as a whole.

## Engagement Overview

The proposed phases of engagement consider that significant stakeholder engagement was undertaken to develop a vision for Wilburton, identifying key land use, housing, transportation, open space, and urban design principles. The engagement phases for Wilburton will align with the project completion steps including the environmental impact statement (EIS) process, a Comprehensive Plan Amendment (CPA), and Land Use Code Amendment (LUCA).

The following shows the anticipated phases of public engagement, focus areas and goals for each phase.

YEAR	TIME	PHASE	FOCUS	ENGAGEMENT GOALS
2022	Apr-July	1	<b>Onboarding and Re-engagement</b>	<ul style="list-style-type: none"> <li>Re-engage with stakeholders involved in the development of the Wilburton CAC study and Eastrail Framework Plan</li> <li>Expand list of people who wish to participate in process</li> <li>Build relationships with diverse community groups</li> <li>Develop awareness of how planning for Wilburton’s future will be coordinated with the periodic comp plan update process</li> <li>Incorporate Racial Equity Toolkit (RET) outcomes into the engagement process.</li> </ul>
	July-Sept	1b	<b>Affirm and refine the Wilburton Vision</b>	<ul style="list-style-type: none"> <li>Collect input to refine the Wilburton Vision for alignment with citywide goals &amp; growth targets</li> <li>Collect input to be used to develop/refine EIS alternatives to be analyzed with the comp plan land use alternatives</li> </ul>
	Oct-Dec	2	<b>Evaluate future land use alternatives and proposed subarea plan updates</b>	<ul style="list-style-type: none"> <li>Collect input via the EIS scoping and public comment process</li> <li>Collect input to be used to draft proposed land use map and subarea plan amendments</li> </ul>
2023	Jan-Sept	2 cont...		<ul style="list-style-type: none"> <li>Consult with stakeholders and the public while developing the draft CPA language to ensure the CPA will support implementation of the Wilburton vision.</li> <li>Public and stakeholders provide input on proposed comprehensive plan policies (subarea plan amendments) as part of the formal CPA public process with PC TC and CC.</li> </ul>
	June-Dec	3	<b>Evaluate proposed zoning, development standards and design guidelines</b>	<ul style="list-style-type: none"> <li>Public and stakeholders provide input on draft Wilburton zoning, development standards and design guidelines.</li> </ul>
2024	Jan - June	3 cont...		<ul style="list-style-type: none"> <li>Stakeholders have opportunity to participate in test run of proposed development standards and design guidelines.</li> <li>Public and stakeholders provide input on draft development standards and design guidelines as part of the formal LUCA public process with PC and CC.</li> </ul>

## Measuring Success

Successful engagement and communication will include: re-engaging with stakeholders who were involved in forming the original Wilburton vision; incorporating community input from more recent engagement activities related to development of the *Eastrail Framework Plan*; and consider how Wilburton will be welcoming to future residents, employers/employees and visitors. Engagement phases and activities for Wilburton will be scheduled to coordinate with the timing and progress of the periodic comp plan update so that Wilburton’s preferred future land use and proposed subarea plan updates can be considered in relation to the future land use alternatives being developed for the entire city.

## Public Engagement Objectives

- Inform community about the vision for the future of Wilburton, and the previous planning and visioning work.
- Keep residents, business owners, property owners, and developers (“interested parties”) informed on the status of the Wilburton Vision Implementation and how they can engage in the policy and decision-making process.
- Seek feedback on an ongoing basis from interested parties on the full range of topics influenced by proposed comprehensive plan policy amendments, zoning changes, development standards and design guidelines.
- Ensure that information is well-documented and available to interested parties.
- Set consistent expectations among interested parties, city staff, and decision makers.

## Stakeholder interest

Understanding the interests of various stakeholders is critical to a successful engagement effort. People will feel positively about the engagement and the outcome if they clearly see that the process has addressed their interests. Interests may be related to a perceived negative or positive impact, so it’s important to identify both.

Interests - Positive	Negative
<ul style="list-style-type: none"> <li>• My property will be worth more with a rezone.</li> <li>• I get to help shape Bellevue’s future.</li> <li>• I can take more pride in the community.</li> <li>• More opportunities for market-rate and affordable housing development close to jobs and transit.</li> <li>• Making Wilburton a more attractive destination will bring me more customers.</li> <li>• This could be good for my existing or future business</li> <li>• More pride in the community – I will want to bring out of town visitors to experience this new walkable and viable neighborhood.</li> <li>• Making it easier for people to walk and bike means they will spend more time and more money here.</li> <li>• It will be easier to attract and retain employees because this is a nice place to live and work.</li> <li>• There will be more variety in the street life experience.</li> <li>• I will be able to bike or walk to work safely.</li> <li>• More events, opportunities to gather with friends, people watch, experience interesting programming/art.</li> </ul>	<ul style="list-style-type: none"> <li>• New development standards and design guidelines may make it more challenging and/or expensive to launch my project.</li> <li>• Future development could bring more noise, congestion, or other disruptions.</li> <li>• This might attract uses/activities that I don’t want to have in my neighborhood.</li> <li>• The views from my property will change.</li> <li>• I like things how they are and don’t want change.</li> <li>• A rezone will raise my property taxes.</li> <li>• My business and/or job will be displaced when the property redevelops.</li> <li>• My commute may be longer if there is more congestion resulting from additional development.</li> <li>• Parking may become more difficult and/or expensive.</li> </ul>

## Engagement Approach

### 1. Stakeholder Mapping/Establish Re-Launch:

- Identify interested parties and participants from 2018 CAC work and the more recent Eastrail Framework Plan.
- Build inventory of contacts, adding new contacts and interested parties as the City staff continues outreach and intake.
- Contact parties of record and the interested parties to reengage and inform them of project status, public hearings, and upcoming meetings.
- Council re-launch in April 2022 will formally start the public engagement process.

### 2. General and ongoing outreach methods:

- Webpage updates: Provide webpage updates with information on upcoming meetings and project status. The webpage will be updated as needed.
- Monthly Email Updates to Listserv: Monthly updates sent to interested parties communications list will communicate progress and upcoming public meetings.
- City publications and communications (e.g. Neighborhood News, Cultural/Economic newsletters, etc)
- Stakeholder briefings: Staff will continue to engage with stakeholders as we have been doing since the completion of the CAC study and during the development of the Eastrail Framework Plan. This includes inviting stakeholders to broader-audience public meetings as well as being available to meet individually with stakeholders regarding their specific questions and input.
- Presentations to Key Organizations: One way for the team to bring more diverse perspectives to the process will be to do interactive presentations to the Youthlink Board, BDAN, and the Bellevue Network on Aging.
- Meetings on Request: Some stakeholders may want to have deeper conversations and staff will make themselves available to discuss concerns or questions on request.
- General public comments: The team will document and maintain inventory of public comments (formal and informal via individual discussions). Staff will continue to be available for intake from interested parties.
- Racial Equity Toolkit (RET): identify and incorporate RET outcomes in the outreach and engagement process – vet RET outcomes with community as part of the outreach activities and relate outcomes to recommended policy, zoning, development standards and design guidelines.

### 3. Public Meetings:

Council Launch (April 2022): The formal “launch” at a public meeting will re-introduce some of the key components of the 2018 CAC study, review what has transpired since the completion of the study and chart a path forward.

Public meetings (4-6): As much of the policy framework has been established by the Wilburton Commercial Area Study, vision Implementation meetings will focus on major elements to determine support for existing recommendations or the need to alter/update those recommendations. There will also be a deliberate attempt to include those interested community members who may not have

participated before. These subsequent meetings will coincide with milestones including scoping and comment periods for the EIS and draft CPA and LUCA recommendations. The best format and method(s) for convening and checking in with community will be determined as we move forward with the work.

Commission study sessions and hearings (6-10): The public will be notified of and invited to Planning Commission and Transportation Commission study sessions and hearings on recommended CPA and LUCA prior to Planning Commission or City Council action. A minimum of four meetings with the Planning Commission and at least three meetings with the Transportation Commission are anticipated.