

# GUIDING PRINCIPLES

The Bellevue City Council established principles for the Wilburton-Grand Connection planning initiative to assist in providing consistent direction over the course of the project. These principles are:

- 1. Grand Vision.** Ensure that the vision for the Wilburton project area is extraordinary and fully capitalizes on the special opportunities created by the area's outstanding location and access.
- 2. Special Niche.** Create alternatives and explore innovations that will provide Wilburton an economic niche that complements and adds to the vitality of Bellevue and the Eastside.
- 3. Grand Connection.** Ensure that the vision for the Grand Connection encompasses the entire corridor from the Meydenbauer Bay waterfront to the Eastside Rail Corridor Trail, and that it positions the corridor to serve as both a memorable and transformative public space as well as means of non-motorized transportation.
- 4. Neighborhood Identity.** Develop placemaking and urban design strategies that create a strong and unique neighborhood identity for Wilburton.
- 5. Emerging Opportunities.** Address changes and opportunities that have emerged since the last major update of the land use plan for Wilburton.
- 6. Integrated Station Area Planning.** Integrate station area planning for the Wilburton/Hospital light rail station with the balance of the Wilburton Plan, while utilizing this station as an opportunity to establish connectivity between the two areas bisected by NE 8th Street.
- 7. Community Benefit.** Create community benefit and value for the surrounding neighborhoods of Downtown, BelRed, and the greater subarea of Wilburton. Benefit and value should be derived from connectivity, access to services, and improved urban amenities that serve all residents and businesses.
- 8. Affordable Housing Opportunities.** Consider opportunities for land use changes in the area to provide for affordable housing.
- 9. Impact Mitigation.** Ensure sensitivity to potential adverse impacts of change on nearby residential neighborhoods, and provide for a graceful transition between new development and established neighborhoods.
- 10. Economic Vitality.** Enhance economic vitality and advance the goals of the City's Economic Development action plan.
- 11. Timing.** Explore means by which key elements of the vision can be in place by the 2023 initiation of light rail service. This includes pedestrian connectivity across I-405 and NE 8th Street, as well as catalyst land use elements.
- 12. Public Engagement.** Utilize effective public engagement strategies to involve diverse stakeholders in conversation about the project.