



Cultural and Economic Development

Transportation Commission – **September 8, 2022**



Cultural and Economic Development

Jesse Canedo

Chief Economic Development Officer

Anthony Gill

Economic Development Specialist

Agenda

\ Trends and Priority Areas

- **What is CED?**
- **Long-term trends**
- **Actions we're taking**
 - Events, activations, public art
 - Outdoor dining
 - Grand Connection
 - Retail study
 - 130th and OMFE
 - BelRed Arts District





Bellevue's Economic Development Vision

"The city where you want to be."

Bellevue is a **vibrant** and **inclusive global innovation hub** fueled by a highly educated, entrepreneurial and diverse workforce.

We aim to build a foundation for broad-based **community prosperity** and **creative learning** in Bellevue by supporting innovation and growth among artists, entrepreneurs, businesses and residents.

CED does this by working with internal and external partners to implement holistic strategies that result in:

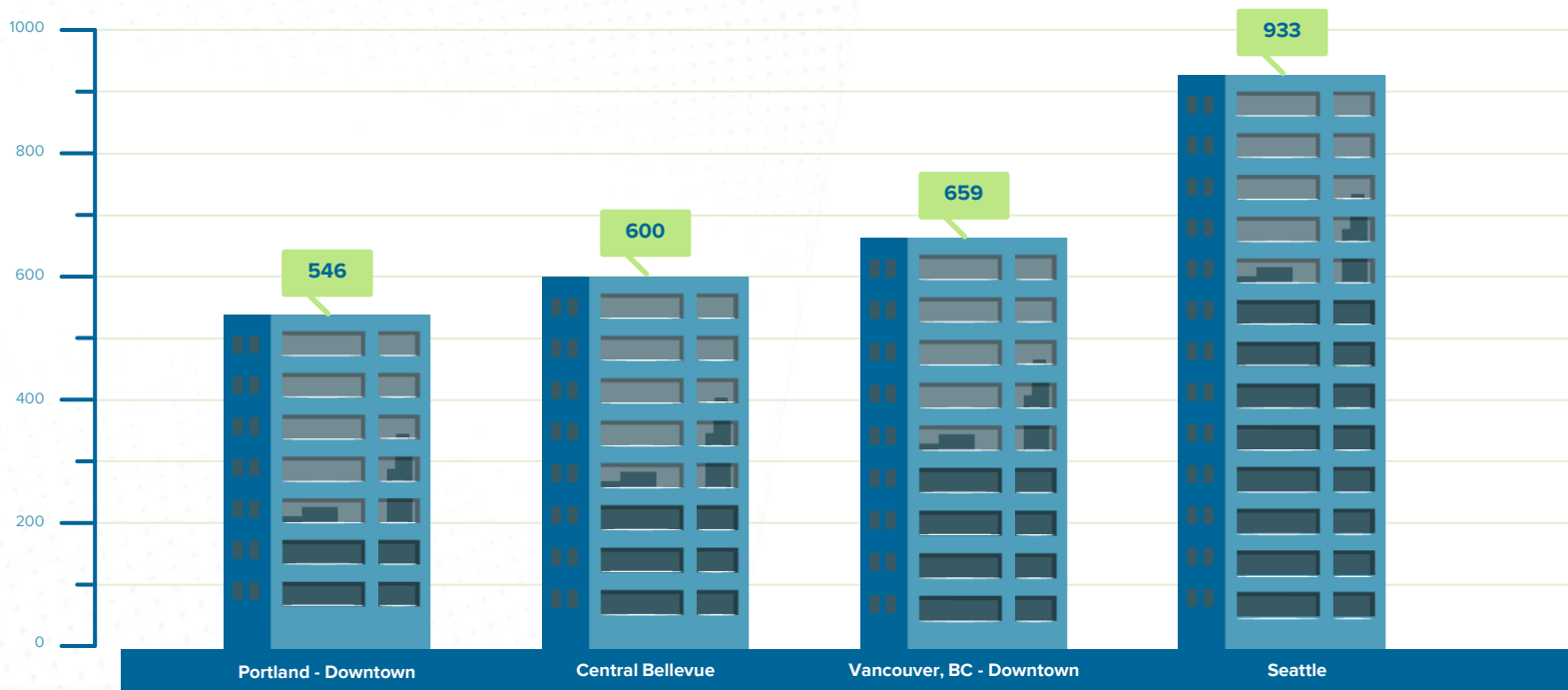
- A resilient local economy
- A supportive and attractive place to do business
- A sustainable and equitable city
- Paths to prosperity for businesses, workers and residents

Major Trend #1

\ Downtown is growing!



Tallest Building - 2022 (ft.)

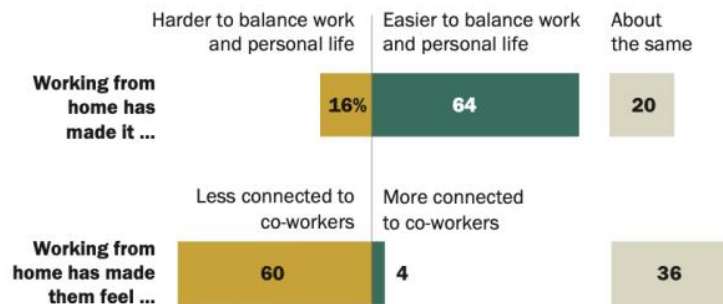


Major Trend #2

\ Hybrid (in some form) is here to stay.

For workers who've made the switch to teleworking, most have found more balance but less connection with co-workers

Among employed adults who rarely or never worked from home before COVID-19 and are working from home at least some of the time now, % saying ...



Note: Based on those who say, for the most part, the responsibilities of their job can be done from home. Share of respondents who didn't offer an answer not shown.

Source: Survey of U.S. adults conducted Jan. 24-30, 2022.

"COVID-19 Pandemic Continues To Reshape Work in America"

PEW RESEARCH CENTER

- In the post-COVID-19 environment, more workers are going to be **working from home** more often.
- Occupancy has stabilized at 40% of pre-pandemic
- **This requires new thinking around:**
 - Making it enjoyable to come into the office—amenities, events, unique experiences.
 - More “third places” and other neighborhood amenities and features.
 - Commute patterns—less predictable, potentially less impactful on certain days.

Major Trend #3

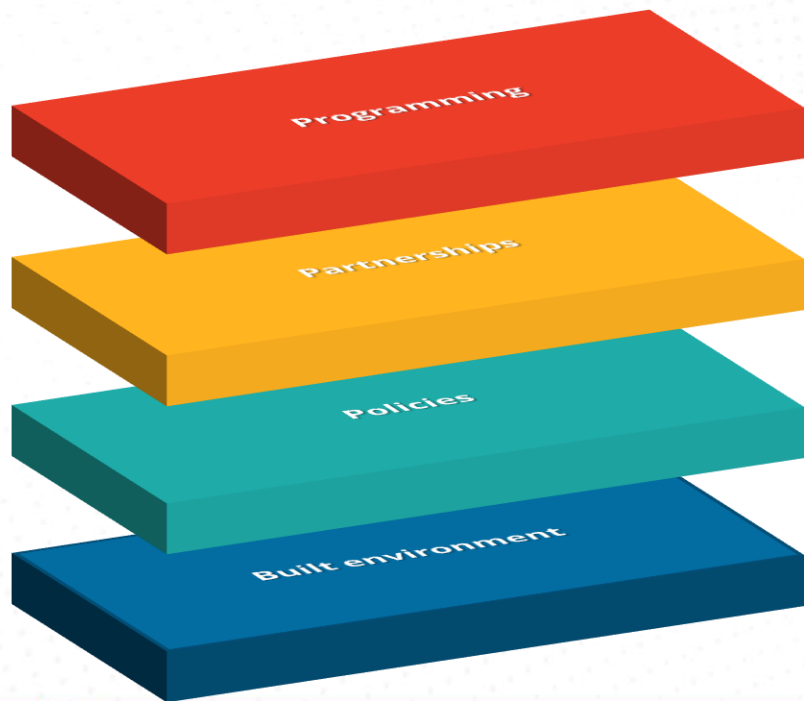
\ Office (and retail!) market is changing.

- Major employers are shifting and growing.
- New property owners and managers on Main Street and in other core retail areas
- New stakeholders means a different perspective on growth, redevelopment, and economic development.
- **Opportunity!**



Our Approach

\ Layering on top of the built environment and existing services.



Programming: Activation of public space, events, streateries, business development services, art grants

Partnerships: With orgs like the BDA for management of public space, or business services orgs

Policies: For management of public spaces and interaction with business, nonprofits, and artists

Built environment: Streets, roads, infrastructure, zoning and land use, private development projects





Events, activation, and public space

- Promote **outdoor dining areas** and support restaurants pursuing them. *(Main Street on-street areas)*
- **Activate the Grand Connection** with tables, chairs, umbrellas, trash cans, and lanterns—add wayfinding and “ambassadors” over coming years. *(BDA Partnership)*
- Support **events, activations, and art** in public space, including private property, plazas, ROW, and in Parks. *(Rock ‘n’ Roll Marathon, Bellwether, TPA)*
- These types of uses are **increasingly critical** to our city’s economic development.



Retail Study

➤ General Goal:

- Define current and future retail needs through a **retail market analysis** to ensure a healthy and diverse retail mix and identify City actions to support retail in Bellevue.
- Diversity, equity, and inclusion focus with additional emphasis on district building, land use code, and new models for auto service retention/expansion.

➤ Key Dates:

- **Late Summer 2022** - Consultant selection
- **Fall 2022** – Commence study
- **Winter 2022-23** – Findings complete and publish final report



OMFE TOD

- **Joint development** with COB and Sound Transit
- COB transferred **“Spur Property”** to Sound Transit at no cost for affordable housing pad site
- **6.9 acre**, 929,000 GSF master planned transit-oriented development
- Sound Transit led RFP and developer selection with COB participation
- Selected BRIDGE Housing, Essex and Touchstone development team

130th Ave TOD

- Property **conveyed by Sound Transit to COB** for a park-and-ride facility and potential TOD.
- **Goal:** Mixed-use, mixed-income development with private-sector partner(s), incorporating:
 - ~600 housing units
 - ~40% affordable to <80% AMI
 - First-floor retail, arts uses, and community public spaces
 - 300-stall ST park-and-ride
- More information later this fall.





BelRed Arts District

Anchored by Pacific Northwest Ballet, and running parallel to future light rail, **this former warehouse district boasts more than 100 creative business and nonprofits.**

- Box Wraps
- BelRed Mural Program
- Implementation plan
- Stakeholder/Insight group
- Arts Market Study
- Grant incentives for activation events

Why does this matter to you?

\ Trends and Priority Areas

- The ways that Bellevue uses its infrastructure are changing.
- Bellevue's economy is increasingly dependent on creating **experiences**, which requires new thinking about use of public space.
- Your work—especially to enable new street uses and activations—is critical to economic development.





Questions?

Jesse Canedo

Chief Economic Development Officer

jcanedo@bellevuewa.gov

(425) 452-5236

Anthony Gill

Economic Development Specialist

agill@bellevuewa.gov

(425) 452-4114



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