

**Comprehensive Plan Periodic Update: Proposed Amendments**

Planning Commission | January 24, 2024

This packet includes proposed policy amendments for the Community Engagement and Economic Development elements. The “New Number” column reflects proposed policy enumeration. All policy numbers in the notes column refer to the new number unless the number is preceded by (old number). ~~Strikethrough~~ means the text is deleted. Underline means the text is new.

Key			
	Repealed (moved, old location)		New Policy
	Modified		Retained (moved, new location)

New Number	Old Number	Proposed Policy Change	Reason for Change/CPP/Note
<b><u>Community-Citizen Engagement</u></b>			
<u>Building Community Capacity</u>			
CE-1		<u>Build relationships and coordinate engagement between the city and diverse cultural groups across the city and region through programs and partnerships such as a cultural liaison program or grants to community-based organizations to increase community engagement.</u>	Note: Added to support building relationships with the community.
CE-2		<u>Support identification and mentoring of potential community leaders, particularly those that support a diverse and representative leadership pool, to increase community capacity to participate in engagement processes.</u>	Note: Added to support the identification and development of community leaders.
CE-3		<u>Provide issue and policy education opportunities related to projects with adequate time to support community engagement and thoughtful dialogue.</u>	Note: Added to support community education about civic activities.
<u>Planning for Engagement</u>			

New Number	Old Number	Proposed Policy Change	Reason for Change/CPP/Note
CE-4	CE-2	Consider the interests of the entire community and the goals and policies of this Plan before making city <u>project, land use, and policy</u> decisions. <u>Proponents</u> Conduct detailed and community-informed stakeholder analyses to identify what segments of change in land use should demonstrate that the proposed change responds to the interests and changing needs of the entire city, balanced with the interests of the neighborhoods most directly the <u>community will be</u> impacted by the project, with particular attention given to historically underserved communities.	Note: Combine with (old number) CE-3. Update to reflect current technology, tools and practices.
	CE-3	<del>Ensure that the process which identifies new commercial areas or expands existing areas considers the impacts of potential development on affected residential neighborhoods and results in decisions that are consistent with other policies in the Comprehensive Plan.</del>	Note: Combine with CE-4.
	CE-4	<del>Balance the interests of the commercial and residential communities when considering modifications to zoning or development regulations.</del>	Note: Redundant with policies LU-13, LU-14 and LU-15.
	CE-5	<del>Develop and maintain Land Use Code provisions that define the process and standards relevant to each stage of land use decision making, and educate the public about these processes and standards to promote meaningful citizen engagement.</del>	Note: Redundant with policy CE-4.

New Number	Old Number	Proposed Policy Change	Reason for Change/CPP/Note
CE-5	CE-7	Prepare a <u>public robust, transparent and user-friendly community involvement program</u> that is tailored to effectively <u>and, efficiently and equitably</u> involve the public <u>at the appropriate level of engagement on city projects in major revisions to the general elements and subarea plans of the Comprehensive Plan and policy-making.</u> Utilize <u>citizen advisory committees or other a combination of innovative and proven outreach methods that represent a broad spectrum to educate the public about the substance of issues and include of viewpoints representative of the entire community as part of the public involvement program.</u>	Note: Combine with (old number) CE-1. Updated to reflect current technology, tools and practices.
	CE-1	<del>Encourage and facilitate expanded public participation in all planning processes. Design user-friendly processes that inform and educate the public about the substance of issues and how they can be involved.</del>	Note: Combined with CE-5.
	CE-8	<del>Encourage community involvement through master planning of large public projects to provide a predictable review process.</del>	Note: Redundant with CE-5.
CE-6	CE-13	<del>Ensure that public engagement is culturally relevant and provides citizens the opportunity to engage at all levels of decision making. Identify opportunities for community influence and engagement on city projects and policy-making. Establish clear roles, responsibilities, and expectations for community groups that may be informed, consulted, involved, collaborated with, or empowered on particular issues as part of a public participation plan.</del>	Note: Split into 2 policies, CE-6 & CE-7. Updated to reflect current technology, tools and practices.

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CE-7		<u>Collaborate with communities affected by city projects and policies to identify planning approaches and engagement methods that are culturally relevant, meet community needs, and provide community members the opportunity to engage at appropriate levels throughout the process.</u>	Note: Split into 2 policies, CE-6 & CE-7. Updated to reflect culturally relevant outreach practices.
CE-8		<u>Monitor and compare demographics of potentially impacted communities to those taking part in community engagement efforts to identify any missing voices and perspectives. Use additional, innovative engagement methods to target gaps in representative engagement. Conduct research and analysis to emphasize prioritized community interests and inform decision-making.</u>	Note: Added to ensure broad representation of the community in engagement.
<b>Engaging the Community</b>			
CE-9		<u>Encourage the use of plain language writing and design within public-facing engagement materials to ensure information is concise, inclusive and easy to understand. Periodically review materials to ensure content remains accessible.</u>	Note: Added to ensure the city uses writing style and design that is understandable by a broad array of community members.
CE-10		<u>Encourage and support engagement with the entire community, including residents, employees, business owners, and visitors to the city or area of the city under consideration.</u>	Note: Added to define community broadly.

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CE-11		<u>Cultivate constructive community dialogs for mutual understanding and sharing of diverse perspectives, ideas, experiences and expertise to support community engagement beyond the minimum required.</u>	Note: Added to create conditions for meaningful community engagement.
CE-12	CE-6	Encourage and emphasize open and ongoing communication between developers and neighbors <del>about compatibility issues</del> <u>those impacted by development projects.</u>	Note: Clarified the intent of the policy.
CE-13		<u>Reduce barriers to community engagement by considering the needs of specific groups, especially marginalized populations.</u>	Note: Added to support equitable engagement.
CE-14		<u>Provide equitable opportunities for engagement that invests additional resources and time in engaging historically marginalized or underserved populations.</u>	Note: Added to support equitable engagement.
	CE-9	<del>Use a range of public forums and opportunities including commissions, boards, and the community council to facilitate engagement in the planning process.</del>	Note: Redundant with CE-15.
CE-15	CE-10	<del>Use new and emerging</del> <u>innovative technologies and approaches for citizencommunity engagement where theyto target unique needs and explore outreach opportunities, in addition to boards and commissions, that are effective, equitable, and efficient at enhancing citizenpublic understanding and participation. When successful, incorporate these approaches into other citywide engagement processes.</u>	Note: Updated to reflect current technology, tools and practices. Updated to use inclusionary language.

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CE-16		<u>Set metrics for equitable and comprehensive engagement and monitor progress toward meeting these metrics throughout a project.</u>	Note: Added to support equitable engagement.
CE-17		<u>Following community engagement efforts, report back to the engaged community on the issues raised in the engagement process, how that engagement was utilized, and the rationale used to make decisions. Leverage completed engagement efforts in an ongoing manner to inform future work.</u>	Note: Added to support continuous communication with the community.
<b>Supporting Good Relationships Between City and Community</b>			
CE-18		<u>Establish meaningful, regular, and ongoing coordination and exchange of information with Tribes to recognize mutual benefits and the potential for impacts on all policies, actions, and decisions of mutual concern.</u>	<p>Note: Added in response to several CPPs that added tribal governments to existing coordination policies. CPP-DP-23 is a good example. Others are listed by their CPP number only.</p> <p>CPP-DP-23. Coordinate the preparation of comprehensive plans <u>among with</u> adjacent and other affected jurisdictions, <u>military facilities, tribal governments, ports, airports, and other related entities as a means</u> to avoid or mitigate the potential cross-border impacts of urban development <u>and encroachment of incompatible uses.</u></p> <p>CPP-PF-7; CPP-EN-2; CPP-EN-17</p>

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	CE-11	<del>Commit to engaging citizens on significant civic issues in a manner that equitably reaches all of Bellevue's population and that is inclusive of people of diverse backgrounds, languages, and abilities. Recognize that engaging some population groups may require alternative outreach methods and personal contact.</del>	Note: Redundant with policies CE-15 and CE-16.
CE-19	CE-12	Provide equitable access to the city's programs, services, and events — including accommodation for <del>disabilities, and populations</del> <u>youth, older adults, persons living with a disability, communities with limited English language ability, people of all genders, gender expressions and sexual orientations, and people from a wide range of socio-economic backgrounds.</u>	Note: Updated to use inclusionary language.
CE-20		<u>Seek out periodic feedback from community members and city staff on the impact and success of city services to support effective two-way communication, identify areas of improvement, and enhance future participation.</u>	Note: Added to support continuous communication with the community.
CE-21	CE-14	Invest in training for city officials, boards <del>and</del> , commissions, and staff to ensure effective <del>and</del> , appropriate, <u>and culturally relevant communication and engagement with a diverse communities.</u>	Note: Updated to support equitable engagement.

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<b>Economic Development</b>			
Business Climate			
ED-1	ED-1	Maintain a business climate that supports the retention and expansion of the city's economic base.	
ED-2	ED-2	Promote <u>independent</u> local businesses and locally-produced goods and services.	Note: Updated to distinguish a local branch of a business from locally-based businesses.
ED-3	ED-3	Continue to provide high quality and cost efficient city services and facilities consistent with the community's priorities and growth, and promote these as one of Bellevue's outstanding economic development assets.	
ED-4	UT-51	Maintain Bellevue's competitive advantage and attraction as a highly connected community.	Note: Moved from Utilities element.
ED-5	ED-4	Foster business innovation and start-ups through <u>business</u> development strategies and promoting digital infrastructure.	Note: Updated to clarify policy intent.
ED-6	ED-5	Develop and maintain regulations that <del>allow for support</del> continued <u>equitable, environmentally sustainable</u> economic growth <del>while respecting the environment and quality of life of city neighborhoods.</del>	Note: Updated to align economic growth with equity and environmental sustainability rather than pit them against each other.
ED-7	ED-6	<del>Strive to provide</del> Provide an efficient, streamlined, timely, predictable and customer-focused permit process, conducted in a manner that integrates multiple city departments into a coordinated entity, <del>recognizing the role of development in creating places for economic activity.</del>	Note: Updated to clarify policy intent.



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ED-8	ED-7	<del>Consider</del> <u>Balance</u> the impacts of the city's policies regarding taxes, fees and utility rates on Bellevue's economic development goals, <del>while recognizing the balance between economic development, with the</del> maintenance of high quality services, and the financial health of city government.	Note: Updated to clarify policy intent.
ED-9	ED-8	Recognize and consider the economic and environmental impacts of proposed legislative actions prior to adoption.	
ED-10	ED-9	Work with the business community and residential interests to promote community interests and to address differences in a manner that minimizes conflict.	
ED-11	ED-10	Build on the strengths of Bellevue's diverse residents and businesses to increase connections and relationships with other countries as Bellevue develops into an increasingly global business center.	
ED-12	ED-11	Provide city leadership and direction to maximize the business retention and recruitment efforts <del>of</del> <u>in partnership with</u> Bellevue's economic development partners.	Note: Updated to reflect current conditions.
ED-13	ED-12	Communicate Bellevue's vision as a leading regional employment and activity center, as a visitor destination, and as a leading global city. Communicate this image within the region, nationally and internationally.	

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ED-14	ED-13	<del>Promote</del> Communicate on an on-going communication between city and basis with the private sector to help guide the eCity's marketing and development efforts.	Note: Updated to clarify policy intent and correct grammar.
ED-15		<u>Inventory, evaluate, inventory, and strengthen capacity-building programs to support Bellevue based cultural organizations and artists.</u>	Note: Policy adapted from the Cultural Compass (1.1.1).
Community Livability			
ED-16	ED-14	<del>Recognize the economic development benefits of city and private sector investments in</del> <u>Strengthen the city's assets in urban amenities like</u> such as arts and culture venues, open space and recreational facilities, and high quality urban design. <del>Strengthen the city's assets in these areas</del> as an explicit component of the city's economic development strategy.	Note: Updated to clarify policy intent.
ED-17	ED-15	Encourage high quality design and urban amenities for public and private development, maintaining development standards to recognize that a quality built environment helps attract the talented workers who will sustain economic growth.	
ED-18	ED-16	<del>Encourage</del> <u>Facilitate</u> development of a range of housing opportunities to accommodate Bellevue's growing workforce.	Note: Updated to give the city a more active role.
ED-19	ED-17	Develop an environment that fosters <del>respect</del> <u>equity and accessibility</u> for all individuals and groups and <del>promotes equal opportunity.</del>	Note: Updated to add equity considerations.

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ED-20	ED-18	Promote opportunities for <del>self-sufficiency for all</del> Bellevue residents by encouraging employers to hire people with <del>special needs and disabilities</del> .	Note: Updated to clarify that self-sufficiency is not the goal and to use more supportive language.
ED-21	ED-19	Emphasize economic development of Downtown as a major regional economic center <del>and</del> , <u>retail and visitor</u> destination.	Note: Updated to add tourism.
ED-22	ED-20	<del>Recognize</del> <u>Strengthen destination</u> retail strength as an engine of economic activity and a magnet for visitors.	Note: Updated to give the City a more active role.
ED-23	ED-21	Support economic development in the city's commercial areas.	
ED-24	ED-22	Support efforts that promote tourism, hotel, retail and arts businesses.	
ED-25	ED-23	Emphasize the value of a range of commercial centers to provide opportunities for a diverse range of businesses.	
ED-26	ED-24	Cultivate development of diverse, distinctive, well-defined places that invite community activity and gathering. <del>Specifically facilitate the redevelopment and re-invigoration of older neighborhood shopping centers. Work with stakeholders to transform such centers into high quality and dynamic retail/mixed use commercial areas that also provide a gathering place and sense of community for the neighborhood. Allow for flexibility to repurpose and re-use a variety of building types to accommodate new uses.</del>	Note: Updated to clarify policy intent.

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ED-27	ED-25	<del>Where commercial areas are in decline, work with businesses and other stakeholders to identify corrective actions, which may include:</del> 1. <del>Planning for new uses and new urban forms, leading to proposals for changes to the Comprehensive Plan and zoning;</del> 2. <del>Developing incentives and other strategies to promote re-investment; and</del> 3. <del>Targeting</del> <u>Target</u> investments in public infrastructure that <del>may</del> help catalyze new private sector investment, <u>prioritizing investments that increase economic resilience.</u>	Note: Removed limiting list and broadened to include all areas, not just commercial areas in decline. Recommendation from Climate Vulnerability Assessment (5.1.1).
ED-28	ED-26	Where a commercial revitalization effort involves significant changes to plans and regulations that may impact a residential neighborhood, develop strategies to <del>avoid or minimize these</del> <u>balance</u> impacts <u>with</u> <u>benefits.</u>	Note: Updated to clarify how to balance the impacts of plans and regulations.
Education			
ED-29	ED-27	Encourage the continued investment in higher education and training that <del>creates economic stimulus to</del> <u>benefits</u> local businesses, residents and workforce.	Note: Updated to clarify focus of policy.
ED-30	ED-28	<del>Support the provision of</del> a high-quality primary, secondary and post-secondary public education system in Bellevue.	Note: Update to clarify language.
ED-31	ED-29	Encourage <del>provision of</del> life-long learning opportunities <u>for all.</u>	Note: Updated to clarify language and to be more inclusive.

New Number	Old Number	Proposed Policy Change	Reason for Change/CPP/Note
ED-32	ED-30	Facilitate <del>efforts of connections between</del> businesses and institutions to train workers for <del>today's current and tomorrow's future workforce demands,</del> and support continuing education in the community.	Note: Split into 2 policies, ED-32 and ED-33.
ED-33		Support continuing education via educational <u>opportunities, apprenticeships, internships, certifications, and other methods of upskilling and reskilling.</u>	Note: Split into 2 policies, ED-32 and ED-33.
ED-34		Work with education providers and private industry to <u>create a permanent presence for a four-year research institution in Bellevue.</u>	Note: Added policy to address recruitment of a 4-year research institution.
Planning and Infrastructure			
ED-35	ED-31	Maintain and update integrated land use and transportation plans to guide the future of the city's major commercial areas and help them respond to change.	
ED-36	ED-32	<del>Continue to identify</del> Identify, construct and maintain infrastructure systems and facilities required to promote and sustain a positive economic climate. Anticipate needs and coordinate city infrastructure investments with economic development opportunities.	Note: Updated to clarify language.
ED-37	ED-33	Maintain and improve communications, electric utility, and other infrastructure needed to support the city's economic needs and growth.	

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ED-38	ED-34	Facilitate private sector efforts to implement state-of-the-art technology, including communication technology, throughout the community.	
ED-39	ED-35	Promote and nurture entrepreneurial development in Bellevue by <del>exploring ways to retain or create</del> <u>retaining and creating</u> areas where small or emerging businesses can develop and flourish.	Note: Updated to reflect current conditions.
Economic Implementation			
ED-40	ED-36	Maintain and regularly update the Economic Development Plan to ensure the city's focus areas and goals are forward-looking and targeted while being flexible enough to be able to respond to market changes.	
ED-41	ED-37	<del>As part of on-going Economic Development strategic planning, consider the use of organizational and financial tools or investments, including public-private and partnerships where appropriate, to catalyze or leverage private sector and other resources to accomplish investment in line with the city's economic development and land use vision.</del> Use a variety of on-going Economic Development strategic planning, consider the use of organizational and financial tools or investments, including public-private and partnerships where appropriate, to catalyze or leverage private sector and other resources to accomplish investment in line with the city's economic development and land use vision.	Note: Updated to reflect policy intent.

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ED-42	ED-38	Facilitate economic development in commercial areas through public-private partnerships where appropriate, as demonstrated by the following factors: <del>1. The activity is consistent with the city's adopted policies;</del> <del>2. There is a compelling and balancing public benefit;</del> <del>and</del> <del>3. There is benefits with an acceptable level of risk.</del>	Note: Updated to integrate list into the body of the policy.
ED-43	ED-39	<del>Develop, refine and implement</del> Use economic monitoring to assist the city and businesses best to advance the city's economic development objectives.	Note: Updated to clarify policy intent.
	ED-40	<del>Encourage economic development through a mix of incentives, regulations, economic and planning data, business assistance services, and strategic investments that support the city's adopted plans.</del>	Note: Removed as it is redundant with other policies and does not add any detail.
ED-44	ED-41	<del>Actively coordinate</del> <u>Coordinate</u> with local and regional government and economic agencies/partners to develop and implement countywide and shared economic development policies.	Note: Updated to reflect policy intent.
ED-45	ED-42	<del>Facilitate the collection, analysis and dissemination of information that contributes to economic activity, anticipates economic issues, and helps to identify early action to avoid decline in the city's commercial areas.</del> <u>Collect, analyze and disseminate information to identify and manage economic trends.</u>	Note: Updated to reflect policy intent.

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ED-46		<u>Support new businesses and businesses at risk of displacement in finding and securing alternative space within the city.</u>	Note: Mitigation measure in DEIS (3.4.3).

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