

# Council Principles for Downtown Livability Initiative

Change	Principle
After several development cycles since the original Code adoption, it has become increasingly clear what is working and not working with development incentives.	1. Refine the incentive system to develop the appropriate balance between private return on investment and public benefit.
Downtown Bellevue has experienced a massive influx of new residents. This has helped create long hoped-for urban qualities, but also led to increased frictions that occur in a dense, mixed use environment.	2. Promote elements that make Downtown a great urban environment while also softening undesirable side effects on Downtown residents.
Downtown has seen a significant increase in pedestrians and street-level activity.	3. Increase Downtown's liveliness, street presence, and the overall quality of the pedestrian environment.
Through new development, Downtown has an opportunity to create more memorable places, as well as a distinctive skyline.	4. Promote a distinctive and memorable skyline that sets Downtown apart from other cities, and likewise create more memorable streets, public spaces, and opportunities for activities and events.
Environmental rules and strategies have evolved over the past decades since the Downtown Code was adopted.	5. Encourage sustainability and green building innovation in Downtown development. Enable design that promotes water, resource, and energy conservation, and that advances ecological function and integrity.
Downtown is attracting a younger and more diverse demographic mix, of workers, visitors, and residents.	6. Respond to Downtown's changing demographics by meeting the needs of a wide range of ages and backgrounds for an enlivening, safe and supportive environment.
As Downtown has become a more mature urban center, it is experiencing an increase in visitors and more interest in tourism.	7. Promote elements that will create a great visitor experience and a more vital tourism sector for Downtown.
We live in an increasingly global economy, with flows of goods and services, capital and people transcending state and national boundaries.	8. Strengthen Downtown's competitive position in the global and regional economy, while reinforcing local roots and local approaches.
Downtown's relationship with adjacent residential neighborhoods has evolved. It remains important to achieve a transition in building form and intensity between Downtown and adjacent residents, but nearby neighborhoods are also seeking the attractions that the city center brings.	9. Maintain graceful transitions with adjoining residential neighborhoods, while integrating these neighborhoods through linkages to Downtown attractions.
The development arena is becoming increasingly competitive, as Downtown continues to seek quality investments that implement the Subarea Plan vision.	10. Refine the Code to provide a good balance between predictability and flexibility, in the continuing effort to attract high quality development that is economically feasible and enhances value for all users.
As Downtown has matured and filled in, opportunities for quality development are becoming limited, and expectations have grown as to how each development contributes to the greater whole.	11. Promote through each development an environment that is aesthetically beautiful and of high quality in design, form and materials; and that reinforces the identity and sense of place for Downtown and for distinct districts.
Bellevue's park and open space system has dramatically evolved, for example with acquisition and planning for Meydenbauer Bay Park, development of the Downtown Park, and the nearby Botanical Garden on Wilburton Hill.	12. Advance the theme of "City in a Park" for Downtown, creating more green features, public open space, trees and landscaping; and promoting connections to the rest of the park and open space system.