

## Attachment A

### BELLEVUE CITY COUNCIL VISION

*Originally adopted May 19, 2014, revised on March 17, 2018*

#### **Bellevue 2035 - The City Where You Want To Be**

Bellevue welcomes the world.  
Our diversity is our strength.

We embrace the future while respecting our past.

**Bellevue's neighborhoods are defined by the people who live there.** All neighborhoods provide communities for residents that are safe and friendly, with gathering places that keep people connected to each other. Housing choices abound. There are neighborhoods complete with classic Bellevue ramblers and fenced yards. High-rise apartments provide a view over a vibrant urban landscape. And we have every housing type in between. Bellevue is welcoming to everyone, from newborn babies to people with decades of life experience.

**Bellevue is open for business.** Entrepreneurs can turn their vision into reality. They have access to capital, both human and monetary. We celebrate successful companies. We compete with the world.

**Education is a core value.** Our people are well-educated and prepared for life in the 21<sup>st</sup> century. We are continually striving for improvement. We are creators of the future. Every child is prepared to succeed in that future.

**Our diverse cultures are a part of us.** We value and embrace all cultures through arts, food, history, business, entertainment, and community gatherings. The arts are an integral part of our culture and are performed and featured. The city also embraces each ethnic culture through our community celebrations where all are welcomed.

**We are a "City in a Park."** Enjoy the tranquility of a wooded trail or a paddle through the Mercer Slough. You can people-watch in an urban plaza, play your favorite sport, or gaze at the shimmering sun on a bright blue lake.

**Our residents have the services they need.** In Bellevue, you find what you need at a neighborhood store, or shop at the world's best retailers. And you can get there easily. We still drive our cars. And we can also walk, bike, rideshare, cab, bus or use rail to get there. Whatever mode we choose, it's predictable and reliable.

**Bellevue's elected leaders share these goals and this vision.** We provide the leadership and strategy needed to fulfill our ambition for excellence. We are leaders

and collaborators throughout the region. Bellevue is respected by, and respectful of our neighbors.

The future of Bellevue is multi-dimensional, and City government will keep the trust of its residents by:

- Bringing economic prosperity to all
- Providing a highly-functioning transportation system
- Developing a quality built environment that serves all aspects of our community
- Ensuring exceptional education opportunities for all ages
- Supporting the cultural strengths of our city - arts, heritage, culture, parks, recreation and community events
- Engaging with all residents and stakeholders and continuing to be a community that cares for all people
- Influencing state and regional politics to help Bellevue advocate for a better quality of life for our citizens and region
- Being environmental stewards conserving the eco-systems that make the Pacific Northwest special

## **Economic Development**

**Bellevue is known as a hub for global business.** We attract the best - a highly educated, entrepreneurial, and talented work force. The best choose Bellevue - we are home to headquarters for global businesses as well as innovative startups that are moving beyond the garage. Bellevue business is global and local. Innovation is key to our future.

The City does all the things it needs to provide an attractive business environment. Infrastructure is ample and in excellent condition, including roads, rails, high-speed data, reliable electricity, and clean water. Business regulation is fair and the tax structure is attractive. The City, region, and state offer appropriate incentives to locate business in Bellevue. Affordable and flexible workspaces nurture small businesses, start-ups, and entrepreneurs.

We provide the lifestyle, amenities and institutions that attract the next generation of business leaders and innovators: high-end entertainment, outdoor recreation, exceptional K-12-and higher education, high capacity transit, and a green and sustainable environment. Our educational institutions inspire innovation and train the talent needed to support our high-tech sector right here in Bellevue.

We foster a diversified suite of business activities. We support our existing and traditional sectors including retail, auto sales, financial services, aerospace, and light industrial businesses. We are a growing center for a broad range of technologies - including software, mobile communications, and medical devices and services. Our arts and cultural opportunities, shopping, and proximity to major recreational activities make us a premier destination for tourism and conventions.

## **Transportation and Mobility**

**Getting into, around, and through Bellevue is a given.** Transportation is both reliable and predictable. Mode choices are abundant and safe.

Bellevue is well connected to the rest of the region and its activities via roads and transit. Bellevue's commercial centers are bustling, but can be reliably traversed by their employees and customers even during commute hours and holidays. People come to Bellevue for entertainment and shopping because it is convenient to get around.

Adequate regional road capacity handles a high volume of demand. Regional trips are accommodated on regional roads, thus limiting the impacts to neighborhoods from cut-through traffic. Roads are well designed and maintained and are managed to minimize congestion and keep people moving even at peak periods. A state-of-the-art intelligent transportation system moves people through the City with a minimum of wait times and frustration. Those who choose to drive can find convenient parking. Visitors and those who do not drive enjoy ample public transportation with seamless, reliable connections through a wide variety of services including local transit, circulator buses, taxis and ride-sharing services. Walking and biking is safe and enjoyable, and pedestrians are comfortable and safe.

## **High Quality Built and Natural Environment**

**Bellevue has it all.** From a livable high-rise urban environment to large wooded lots in an equestrian setting, people can find exactly where they want to live and work in Bellevue. The diverse and well-balanced mix of business and commercial properties and a wide variety of housing types attract workers and families who desire a safe, sustainable, and accessible community.

Bellevue has an abundance of parks and natural open space. Known as a "City in a Park," our park system is one of the best in the nation due to its high park acreage-to-population ratio. From neighborhood walking paths and forested trails to a regional waterfront park, we enjoy a variety of recreational opportunities within walking distance of our homes and businesses.

Bellevue is a "Smart City" with a clean, high-quality environment and excellent, reliable infrastructure that supports our vibrant and growing city, including high-tech connectivity. The City has a connected multi-modal transportation system which blends seamlessly with its buildings, plazas, and parks.

Whether it's an urban high rise, a classic Bellevue rambler, or a historic resource, the constant is our people. Our neighborhoods and businesses transcend age, ethnicity, and culture to create safe, welcoming places to live and work.

## **Bellevue: Great Places Where You Want to Be**

**Bellevue is the place to be inspired by culture, entertainment, and nature.** Learn, relax, shop, eat, cook, read, play, or marvel at our natural environment. Whatever your mood, there is a place for you in Bellevue.

From the sparkling waters of Meydenbauer Bay Park you can walk or bike east, through Downtown, across the Grand Connection to the Wilburton West center for business and entertainment. Along the way you enjoy nature, culture, street entertainment, a world fusion of food, and people from all over the planet.

For many of us, Bellevue is home. For the rest of the region and the world, Bellevue is a destination unto itself.

The arts are celebrated. Bellevue's Performing Arts Center is a success, attracting the best in on-stage entertainment. Cultural arts organizations throughout the City are supported by private philanthropy and a cultural arts fund. Arts and cultural opportunities stimulate our creative class workers and residents, whether they are members of the audience or performers. The cultural arts attract Fortune 500 companies to our community, whether it is to locate their headquarters or visit for a convention.

The past is honored. Residents experience a sense of place through an understanding of our history.

Our community buildings, libraries, community centers, City Hall, and museums provide places where neighbors gather, connect with each other, and support our civic and business institutions.

Bellevue College, the Global Innovation Exchange, and our other institutes of higher learning are connected physically and digitally from Eastgate to Bel-Red, Downtown, and the University of Washington in Seattle. We've leveraged our commitment to higher education into some of the most successful new companies of the future.

From the constant beat of an urban center, you can quickly escape into nature in our parks, streams, trails and lakes. You can kayak the Slough, hike the lake-to-lake trail, and have the opportunity to enjoy the latest thrill sport.

## **Regional Leadership and Influence**

**Bellevue will lead, catalyze, and partner with our neighbors throughout the region.** We are at the center of the lakeside crescent formed by the cities of Redmond, Kirkland, Bellevue, Issaquah, and Renton. The lakeside crescent is made up of distinct cities that share common goals. Transportation, land use, and a common agenda are at the heart of our success. The Eastside represents a major political, economic, cultural, and educational force in the region. Bellevue and Seattle collaborate, partner, and celebrate the benefits of working together as one region.

## **Achieving Human Potential**

**Bellevue is a caring community where all residents enjoy a high quality of life.** People from around the world are welcomed by people from around the corner. People in Bellevue know that they are an important part of their community.

Our residents feel connected to each other and invested in their community. People connect to each other through a variety of organizations.

Bellevue is an intellectual community that values education. We have an array of excellent educational opportunities for life-long learning, from one of the nation's best K-12 school districts to a variety of secondary and higher educational opportunities including technical and trades education, college, and graduate programs at a top international research university.

We enjoy access to high-level medical services that attract top providers from around the region. We serve our entire community regardless of address, ethnicity, age or capability.

## High Performance Government

**Bellevue is characterized by high performance government.** Our residents live in a safe, clean city that promotes healthy living. The perception of safety contributes to the success of businesses and neighborhoods. Police, fire, and emergency personnel are seen by citizens every day, and we ensure that these services reflect high standards and pride.

People are attracted to live here because they see that city government is well managed. Our high quality of customer service ensures that residents realize a direct link between their tax dollar investments and the services they receive. We make public investments wisely, assuring taxpayers that we are living within our means, while also ensuring that we have superb infrastructure to support growing businesses and desirable residential opportunities. We have beautiful public buildings that residents point to with pride. Government plays its role in supporting the careful balance of neighborhoods, commercial and retail growth, diverse residential living opportunities, and amenities that characterize Bellevue. City leadership fosters careful long-term planning, responsible financial policy, and thoughtful partnerships with businesses, the non-profit sector, and the region.

We seek input from our residents and businesses and this input informs City decision-making. We make decisions in a transparent manner. We support public engagement and connectivity. Bellevue does its business through cutting edge technology. City government uses technology to connect with its residents giving them voice in their community. Our boards, commissions, and other citizen advisory groups assist City Council in providing superior leadership by representing the diverse interests of the City and providing thoughtful and creative ideas that assure sound policy direction and decisions.

Our residents care for Bellevue. They speak up and collectively work to address our mutual needs. In Bellevue, our commitment to public service is paramount. Our residents know that their local government listens, cares about, and responds to them.