

## Guiding Principles Matrix

## ATTACHMENT D

  Proposals not recommended by staff

	Consolidated Principle (Proposed by staff)	Wig Properties Proposal / Response	Staff Response	Authority (For Guiding Principles under Discussion)
<b>Urban Design</b>				
UD 1.	Well-designed streets and open spaces are important to create and activate a TOD. Create opportunities for gathering in and around these open spaces. Encourage sidewalk and public realm activity through strategies like pedestrian-oriented streetscape design, corner plazas, transparent storefront windows, and active uses on the ground level.			
UD 2.	Provide convenient, visible, safe areas for vehicular passenger loading. Locate site servicing and utilities away from the public view and minimize the area that is used at ground level for servicing.			
UD 3.	Consider a hierarchical, landscaped, and functional open space system in the TOD that serves the immediate area and connects with the larger Bellevue Parks and Trails System and the East Main Station.			
UD 4.		Strive to create regulations that support future workplace trends through strategies such as convenient, weather-protected connections between uses and/or buildings.	<p><i>Staff supports the addition of this guiding principle for the East Main LUCA.</i></p> <p>The current code encourages weather-protected connections between buildings and allows pedestrian bridges connecting buildings on private property with limitations. Pedestrian bridges over public rights-of-way are allowed in limited areas as defined in the Comprehensive Plan. Determination of need and design of weather-protected pedestrian connections on private property is determined during development review.</p>	

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UD 5.		Allow the property owners to use those areas above and below the streets and open spaces that the City does not use or need	<p><b>Staff does not recommend the addition of this guiding principle for the East Main LUCA.</b></p> <p>Granting a broad entitlement to use space above or below streets is a significant policy change, is not within the scope of the Land Use Code, and will require amendments to transportation and other development codes.</p> <p><b>How Wig Property's interest is addressed --</b> The use of space above and below streets on private property is allowed and evaluated during development review. The use of space above or below city streets and open space has been allowed in limited circumstances to address City interests and to facilitate specific development project needs. These allowances are approved at the City's discretion during the development review process.</p>	<p>The Transportation Director can require dedications of right-of-way and easements on private property as a condition of development approval. BCC Chapter 14.60</p> <p>These needs cannot be determined until a project has been submitted for development review.</p>
UD 6.		On larger sites with significant grade differential, establish a consistent datum for the ground level to provide for level, accessible, and connected pedestrian spaces.	<p><b>Staff does not recommend the addition of this guiding principle for the East Main LUCA.</b></p> <p>The use of a fixed grade elevation or datum is not consistent with the Building code or the Land Use Code which measures height from the average finished grade. Setting a fixed grade elevation or datum could result in a large podium, added building height or floor area that is inconsistent with the adopted East Main CPA.</p> <p><b>How Wig Property's interest is addressed --</b> Evaluating grade elevations and their relationship to project elements like building height, floor elevations, site access, and circulation are evaluated during the development review process.</p>	<ul style="list-style-type: none"> <li>• The East Main CPA provides that development in East Main should transition down toward 112<sup>th</sup> Avenue SE and be scaled to serve those who live and work in the station area and nearby neighborhood.</li> <li>• LUC 20.50.012 "Building Height. The vertical distance measured from the average elevation of the finished grade around the building..."</li> </ul>
UD 7.		To create more visual interest and to encourage shifting heights away from the neighborhood, consider allowing unused building heights closer to 112 <sup>th</sup> Avenue SE to be shifted to buildings along the freeway while still imposing a maximum height limit.	<p><b>Staff does not recommend this as a guiding principle for the East Main LUCA.</b></p> <p>Shifting building heights from one property to another or from project to project would be an anomaly in the Land Use Code and inconsistent with the Council's vision for East Main which prescribes maximum heights for specific areas.</p> <p><b>How Wig Property's interest is addressed --</b> Variable building heights within a development area is common and accomplished within the limits set for building height, FAR, and maximum floor plates.</p>	<ul style="list-style-type: none"> <li>• "Allow for greatest building heights closest to Downtown and along I-405. Building heights should transition down toward 112<sup>th</sup> Avenue SE to enhance its pedestrian character." (East Main CPA)</li> <li>• "Allow additional FAR up to 5.0 and height up to 300 feet only within 250 feet of the Main Street right-of-way or the 114<sup>th</sup> Avenue SE right-of-way and only through a development agreement." (East Main Vision)</li> </ul>

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<b>Mobility</b>				
M 1.	Provide infrastructure in the TOD that supports multi-modal commuting choices to reduce the demand for parking and the use of single occupancy vehicles.			
M 2.	Consider flexible parking standards that can be scaled for right-size parking. Provide flexibility in the code to incorporate building uses, location and its proximity to transit, as well as other available modes of transportation when determining site-specific parking standards. Consider shared parking for uses with opposite peak parking times.			
M 3.	Staff proposed: Provide a network of streets, bicycle and pedestrian paths that are consistent with City street standards and connected to the City's circulation system. Streets, through-block connections, or comparable pedestrian paths, bicycle paths, and open spaces can be used to define block edges. Ensure that the block lengths are shorter than Downtown superblocks and comparable to the developing block pattern in the BelRed Subarea.	Provide a network of streets, bicycle and pedestrian paths that are consistent with City street standards and connected to the City's circulation system while considering the long-term plans for 114th Avenue SE.	<p><i>Staff supports the addition of this revised guiding principle for the East Main LUCA.</i></p> <p><i>M 3 - Wig Properties' revised the first sentence and left it in M 3. Staff does not object to M 3.</i></p> <p><i>M 4 - Wig Properties revised the second and third sentence and moved it to M 4. Staff does not object to the move to M 4 but does not recommend the language amendment. See M 4 below.</i></p>	
M 4.	<p><i>See No. 10 above</i></p> <p>Streets, through-block connections, or comparable pedestrian paths, bicycle paths, and open spaces can be used to define block edges. Ensure that the block lengths are shorter than Downtown superblocks and comparable to the developing block pattern in the BelRed Subarea.</p>	Streets, through-block connections or comparable pedestrian, paths, bicycle paths, and open spaces can be used to define block edges. Balance the block lengths that are shorter than Downtown superblocks with existing conditions on a site and a desire to have continuous active uses on the pedestrian ground level.	<p><b>Staff does not recommend the addition of the revised principle for the East Main LUCA Guiding Principles.</b></p> <p>The language included in staff's proposal is more consistent with the Comprehensive Plan and the Council's Vision for East Main.</p>	<ul style="list-style-type: none"> <li>• "Foster walkability and visual interest by establishing a pattern of small walkable blocks within the station are wherever reasonably feasible." (East Main CPA).</li> <li>• "Block lengths are much shorter than downtown with wide sidewalks that are bustling with activity shops and cafes with outdoor seating." East Main Vision incorporated by reference into the 2017 Principles.</li> </ul>
M 5.		Provide the flexibility to pursue rectilinear and/or curved blocks and to allow streets to be pedestrian and/or vehicular.	<i>Staff supports the addition of this revised guiding principle for the East Main LUCA.</i>	
<b>Regulatory Framework</b>				
R 1.	Maximize transparency in the development regulations so that the development community and the public both understand the development regulations and potential outcomes.			

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R 2.	Seek an appropriate balance between predictability in the development regulations and flexibility in their application.			
R 3.	Consider allowing a development agreement in exchange for greater quality of development and public benefit.			
<b>Housing</b>				
H 1.	Provide an appropriate mix of housing, retail, service, and office uses including a minimum housing requirement to ensure an active and vibrant neighborhood.	Provide mix of housing, retail, service, and office uses ensure an active and vibrant neighborhood. If there is a minimum housing requirement, then provide incentives that would make Type 1 multi-family construction economically feasible.	<p><b>Staff does not recommend the addition of the revised principle for the East Main LUCA.</b></p> <p>Staff’s proposed principle is more consistent with the cited CPA authority.</p> <p><b>How Wig Property’s interest is addressed –</b> Proposed principle No. IS 5 addresses the interest of economic feasibility.</p> <p><i>IS5. Develop an incentive system that creates an appropriate balance between private return on investment and public benefit.</i></p>	<ul style="list-style-type: none"> <li>• “Promote a mix of housing, retail, and hotel uses that create a vibrant active center during both daytime and evening hours.” (East Main CPA)</li> <li>• “Provide housing for diverse household sizes and income levels consistent with the city’s Affordable Housing Strategy.” (East Main CPA)</li> <li>• “Encourage development of projects adjacent to light rail that exhibit the following characteristics: ... Includes housing as well as other uses.” (Council Vision as incorporated by the 2017 Principles.)</li> </ul>
<b>Incentive System Guiding Principles Nos. 17 through 21 will be proposed for the first time on July 8.</b>				
IS 1.	Focus the incentive system on making a vibrant East Main TOD neighborhood. Recognize that public benefit should be balanced with private gain when the gain results from an area-wide rezone and Bellevue’s investment in light rail. Incentivize a list of amenities and public benefits that reflect council and public priorities.	---	---	<ul style="list-style-type: none"> <li>• “Establish a land use incentive system that offers additional floor area in exchange for affordable housing as a top priority and may also include other improvements and amenities that contribute to the public good.” (East Main CPA)</li> <li>• “Recognize that incentive zoning is one part of the broader Downtown land use code and will work together with development standards, design guidelines, and other code elements to collectively address impacts of development and ensure Downtown is a great place for people.” (Council Guidance for Updating the Downtown Incentive Zoning, No. 4)</li> </ul>

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IS 2.	Use a current economic analysis to provide guidance on the policy issues that underlie the East Main Amenity Incentive System including but not limited to: the identification and prioritization of public amenities, the determination of base floor area ratio, and the value of the public amenities and benefit relative to the cost of development.	---	---	“Simplify and stream line the incentive system with a clear structure and desired outcomes. This includes narrowing the list of incentives by mandating appropriate elements, incentivizing what would not otherwise happen, and increasing the base FAR to account for any current incentive that is converted to a mandate.” (Council Guidance for Updating the Downtown Incentive Zoning, No. 5 and No. 4 above).
IS 3.	Design the incentive system so that it reflects the East Main neighborhood identity.	----	---	“Design the incentive system to help reinforce Downtown neighborhood identity” (Council Guidance for Updating the Downtown Incentive Zoning, No. 3)
IS 4.	Create a simple streamlined incentive system with a clear structure and desired outcomes using the BelRed Tiered Amenity System as a guide. Provide the opportunity to focus resources on council-identified priorities.	---	---	(Council Guidance for Updating the Downtown Incentive Zoning, No. 5). (See above).
IS 5.	Develop an incentive system that creates an appropriate balance between private return on investment and public benefit.	---	---	Council Principles for Downtown Livability Initiative, No. 1).
<b>2017 East Main Guiding Principles remain unchanged.</b>				