Bellevue, Washington
Transforming Suburbs into Sustainable Communities

New Partners for Smart Growth Conference
February 3, 2012
Bellevue is one of five designated metropolitan centers under Vision 2040.

- Goal to use urban land efficiently, and to integrate land use and transportation planning consistent with the regional vision.

<table>
<thead>
<tr>
<th>Adopted 2002-2022 Growth Targets</th>
<th>Potential 2022-2040 Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>+40,000 jobs</td>
<td>+40-50,000 jobs</td>
</tr>
<tr>
<td>+10,000 housing units</td>
<td>+10-20,000 housing units</td>
</tr>
</tbody>
</table>
With Sound Transit Phase 2 (ST-2) in 2008, voters approved extending light rail from Seattle to Bellevue and Redmond.
Downtown Bellevue
“Super-Blocks” Street Pattern

Downtown Bellevue
(21% used for right-of-way)
600-foot blocks

Downtown Portland
(42% used for right-of-way)
250-foot blocks
Downtown plan adopted in 1979, updated in 2004
Series of Neighborhoods
Themed Streets
City Growth Forecasts

- Most of the Bellevue’s forecast growth planned to occur within Downtown
  - Downtown population forecast to grow from 9,900 in 2012 to 19,000 by 2030
  - Downtown jobs forecast to grow from 40,000 in 2010 to 79,000 by 2030
Recent Development

City Center Plaza
Microsoft

Tower 333
Expedia

Bellevue Towers
Residential

Avalon Bellevue — Safeway
Residential Mixed Use

The Bravern
Neiman Marcus, Microsoft

Galleria — Bungie Software
A strong majority of working Downtown residents have management & professional jobs.

**Job Type of Downtown Residents**
- Service occupations: 3.5%
- Sales and office occupations: 22.9%
- Management, professional, and related occupations: 70.9%
- Other occupations: 2.7%

**Downtown vs. City as a Whole**

- Management, professional, and related occupations (Downtown): 71%
- Management, professional, and related occupations (City of Bellevue): 58%
- Service occupations (Downtown): 4%
- Service occupations (City of Bellevue): 12%
- Sales and office occupations (Downtown): 23%
- Sales and office occupations (City of Bellevue): 21%
- Other occupations (Downtown): 3%
- Other occupations (City of Bellevue): 8%

Source: U.S. Census Bureau, 2005-2009 ACS
2012 Downtown population of 9,900
  ➢ Up from 2,421 in 2000
2000-2010 the city grew by 11.7%, while downtown population grew by about 5,000, an increase of about 200%
Residential development has been surprisingly dispersed throughout DT, adding to the area’s neighborhood character

Source: U.S. Census Bureau, 2010 Census, ACS
Age Distribution

- Median age in Downtown is 38.7 versus 38.1 in Bellevue as a whole.

**Downtown Distribution**
- Under 20 years: 6.0%
- 20 to 44 years: 51.3%
- 45 to 64 years: 20.3%
- 65 years and over: 22.4%

**Downtown vs. City as a Whole**

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<th>Age Group</th>
<th>Downtown</th>
<th>City of Bellevue</th>
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<tbody>
<tr>
<td>Under 20 years</td>
<td>6.0</td>
<td>23.2</td>
</tr>
<tr>
<td>20 to 44 years</td>
<td>51.3</td>
<td>37.1</td>
</tr>
<tr>
<td>45 to 64 years</td>
<td>20.3</td>
<td>26.3</td>
</tr>
<tr>
<td>65 years and over</td>
<td>22.4</td>
<td>13.4</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2010 Census
Bel-Red Subarea Plan
Bel-Red Vision

- Aging light industrial and commercial area between Downtown Bellevue and Microsoft HQ
- Declining employment
- Opportunity of regional light rail investment
- Adopted new subarea plan and zoning in 2009 that integrates land use and transportation planning

This “Bel-Red Corridor” plan is a perfect example of the type of comprehensive approach to sustainable, environmentally-conscious development we are trying to encourage with the Sustainable Communities initiative. A plan that melds housing, transportation and investments—to support economic growth and job creation.

Senator Patty Murray, Transportation, Housing and Urban Development, and Related Agencies Subcommittee opening remarks, May 6, 2010
New Transit-oriented Neighborhoods

- 3 year community planning process
- Zoning supports higher density, mixed use development focused at transit stations
Key Themes

- Smart growth
- Transit-oriented development
- Transportation choices
- Mixed use
- Climate action
- Ecological design
- Amenities
- Infrastructure
- Affordable housing
NE 15th/16th Vision

“Green” elements: urban open spaces; significant tree canopy; natural drainage practices; and landscaping
Housing Choice and Affordability

- New residential neighborhoods, allowing for growth in the right place
- Workforce housing located near jobs and transit
- A range of housing types including townhomes, lofts, mid-rise and high-rise
- Adopted targets for housing affordability
- Tiered incentive system puts priority on affordable housing, parks, streams and TDR program
Model of Environmental Sustainability

- “Great Streams” restoration strategy
- Streams to be restored with wider riparian corridors while creating opportunities for place-making, trails, and stormwater management
- Low impact, natural drainage practices
- Use of “green infrastructure”
- Green house gas (GHG) reduction
Tiered incentive system puts priority on **affordable housing, parks, streams and TDR program**

**Tier 1**: Parks, Streams & TDR
- **Tier 1a**: Affordable Housing
- **Tier 1b**: Parks, Streams & TDR

**Tier 2**: Any Max density
- **Tier 2**

Lift in Land Value
The value of the zoning lift supports the public infrastructure, affordable housing and amenities needed to transform the Bel-Red area.
Neighborhood Shopping Centers
Neighborhood Shopping Centers

- Small-scale suburban shopping centers are struggling
  - Based on outdated retail model of 1960s
  - Small grocery anchors
  - Auto-dominated surface parking
- Loss of anchors has led to high vacancies, disinvestment
- Challenge: how to breathe new life into these centers?
- 3-way partnership with city, residents, property owners
- Considering mix of retail, residential, and senior housing uses that will maintain the center’s purpose of serving the neighborhood
Significance of Bellevue Planning

- Community commitment to vision
- Opportunities for new commercial and residential growth, while protecting existing neighborhoods
- Diversification of economy
- Plans maximize value of transportation, light rail and park investments
- Transportation choices reduced auto dependency
- Creation of parks, recreation, shopping and other amenities benefit the wider community
Questions/Discussion