Stakeholder Involvement and Outreach

Summary of Project Outreach Activities and Recommendations for Ongoing Engagement

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Otak, Inc.

In association with:
BAE Urban Economics and
Nelson\Nygaard Consulting Associates
Putman Infrastructure
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Preface

THE REGIONAL VISION

VISION 2040 is the central Puget Sound region’s long-range vision for maintaining a healthy region and is a guiding premise for all regional planning and implementation. VISION 2040’s cornerstone is its emphasis on development of vibrant, mixed-use centers where people can live, work, and play. Integrating affordable housing in mixed-use centers throughout the region contributes to achieving a jobs-housing balance that increases access to opportunity, lowers households’ combined cost of housing and transportation, and helps ensure that infrastructure investments enhance equity across the region.

SUMMARY OF THE GROWING TRANSIT COMMUNITIES PARTNERSHIP

In keeping with the regional vision described above, the central Puget Sound region is investing more than $25 billion dollars in high-capacity transit over the next twenty years, providing a once-in-a lifetime opportunity to capitalize on these investments by growing and strengthening communities around stations. The Growing Transit Communities Partnership (Partnership), funded by a grant from the US Department of Housing and Urban Development’s Sustainable Communities Regional Planning Grant Program and administered by Puget Sound Regional Council (PSRC), has been designed to help make the most of this investment by locating housing, jobs, and services close enough to transit so that it is a viable option for many people. If done right, more people will have a faster and more convenient way to travel.

The Partnership was formed through a coalition of city and county governments, housing authorities and affordable housing interests, transit agencies, public health agencies and departments, real estate and development interests, social justice and community development groups, economic development and business interests, community based organizations, educational interests, environmental advocacy groups, and the public. This coalition of the Partnership has been supporting neighborhood planning for more connected, livable, and sustainable communities around more than 74 high-capacity transit centers in the region—covering three counties in sixteen cities—including existing, new, and future station areas.

Through these efforts, the Partnership has been working to shape the region and station areas in ways that benefit current and future residents, local businesses, and the wider region. Working within the framework of existing plans, policies, and goals of local governments and guided by VISION 2040, the Partnership has been helping local communities bring their visions to reality and to make the most of new light rail service, bus rapid transit, and other transit investments, including identifying unique...
roles and opportunities for community development associated with high-capacity transit investments. For more information about the Growing Transit Communities Partnership and PSRC, visit: http://www.psrc.org.

THREE CORRIDORS/THREE TASK FORCES

Planning activities of the Partnership have focused along the three light rail corridors from Seattle north to the city of Everett, south to Tacoma, and east to the city of Redmond. Based on the premise that change can happen at the local level through tools and solutions that address similar challenges shared by communities in the region, the Partnership has provided a big-picture perspective so that people can see both local and regional benefits, and local entities can apply lessons learned in other places in the region. Corridor task forces for the North, East, and South corridors were charged with analyzing and reviewing existing conditions and identifying unique opportunities and challenges for development of existing and future transit station areas.

In development of its work plan and specific assignments for each task force, the Partnership felt that it was important to focus implementation activities in specific station areas of the region’s transit corridors to serve as models for other parts of the region. In the case of the East Corridor, the intention was to work with the East Corridor Task Force to identify what catalyst project, or projects, were most appropriate. This evolved into the defined scope of work for the East Corridor Implementation Support Project.

EAST CORRIDOR CONTEXT

In 2011, the Sound Transit Board of Directors made its final decision about the East Link light rail transit (LRT) corridor alignment and station locations. Also in 2011, King County Metro began operation of its Bus Rapid Transit service (BRT) RapidRide line B. In order to help areas around LRT and BRT stations transform into more transit-oriented communities, the four cities participating in the East Corridor Task Force (Seattle, Mercer Island, Bellevue, and Redmond) and other Task Force members were interested in developing focused implementation strategies and tools for specific East Corridor station areas. Seattle and Mercer Island had already completed extensive planning for the station areas in their jurisdictions, so the Task Force decided to focus on stations in Bellevue and Redmond.

Staff from the cities of Bellevue and Redmond indicated that the station areas in the Bel-Red Corridor and Overlake were in most need of implementation support. Given these considerations, the Task Force determined that the East Corridor Implementation Support Project should focus on the following subset of East Corridor station areas in the cities of Bellevue and Redmond, along East Link and King County Metro’s RapidRide Route B stations:

**East Link Light Rail Station Areas (Future) Selected for the East Corridor Implementation Support Project:**
- Hospital Station Area in Bellevue
- 120th Avenue NE/Spring Creek Station Area in Bellevue
- 130th Avenue NE Station Area in Bellevue
- Overlake Village Station Area in Redmond
- Overlake Transit Center Station Area in Redmond

**King County METRO RapidRide B Line Station areas (Existing) Selected for the East Corridor Implementation Support Project:**
- Located in Bellevue’s Crossroads Neighborhood:
  - NE 10th Street Station Area
  - NE 15th Street Station Area

The Partnership funded and guided the East Corridor Implementation Support Project to examine opportunities for TOD along Sound Transit’s East Link Light Rail and King County Metro RapidRide Line B alignments through the Eastside cities of Bellevue and Redmond in these station areas initially as part of Phase 1 of the project, and then to provide more focused analysis and strategies for selected station areas as part of Phase 2. Portions of the project area...
are located within the areas known as the Bel-Red Corridor and Overlake.

**FOUR FOCUS AREAS FOR EAST CORRIDOR IMPLEMENTATION ACTIVITIES**

Through a series of meetings, the East Corridor Task Force examined key issues and identified barriers to transit-oriented development in the East Corridor, along with particular challenges to implementing equitable TOD in station areas. In its discussion of how to incent and accommodate equitable transit-oriented development in station areas, the Task Force determined four areas of focus for the East Corridor Implementation Support project. The Task Force identified the need for detailed strategies and action steps to implement existing local plans, particularly in the areas of:

- Affordable Housing
- Business Retention and Attraction
- Public and Private Partnerships
- Transportation Access and Connectivity

**EAST CORRIDOR PROJECT PURPOSE AND OVERVIEW**

The East Corridor Implementation Support project has identified pivotal opportunities to transform Eastside station areas into more vibrant, economically healthy neighborhoods that offer equitable housing choices, more convenient access to jobs and jobs-to-housing balance within the high-capacity transit corridors and region, and better connectivity to goods and services.

The project is supporting immediate advancement of the implementation of visions and plans that have already been developed by participating jurisdictions on the Eastside, and the project team has leveraged other products developed by PSRC and the Growing Transit Communities Partnership, including affordable housing and opportunity mapping, existing conditions reports, market analyses, station area typologies, Center for Transit-Oriented Development (CTOD) market strength index, and other information as a base of reference for the project.

**IMPLEMENTATION SUPPORT PROJECT GUIDANCE AND TIMELINE**

All phases of the East Corridor Implementation Support Project have been informed by representatives of the East Corridor Task Force. The Task Force identified a subset of members, called the Project Management Team (PMT), to advance the project and bring back matters to the Task Force for direction and decisions. PMT members were selected from the general membership of the Task Force (including representatives from the cities of Bellevue and Redmond) and confirmed by the Task Force co-chairs. See the Acknowledgements page for PMT members.

Growing Transit Communities staff and the PMT members of the Task Force retained a consultant team with expertise in affordable housing, urban design, transportation planning and policy, real estate and economic development, and other areas to assist in identifying actions and strategies to address these issues and help to catalyze TOD.

**OVERVIEW OF PHASES 1 AND 2**

The scope of work for the East Corridor Implementation Support Project was completed in two phases. Phase 1 included best practices research, a high level assessment of seven East Corridor station areas, screening and selection of station areas for further analysis in Phase 2, and development of the scope of work for Phase 2. See the *Phase 1 Best Practices Research Report* for a detailed description of initial tasks. Go to [http://www.psrc.org/about/pubs](http://www.psrc.org/about/pubs) for the report.

Phase 2 involved more intensive analysis and development of specific recommendations for TOD implementation for two station areas: 130th Avenue NE in Bellevue and Overlake Village in Redmond. Phase 2 explored innovative approaches to leverage opportunities and incent TOD implementation in the short- and long-term in these station areas. Phase 2 developed recommended actions, strategies, and products to address specific issues in each station area per the scope of work that was developed by the Task Force and overseen by the PMT.
PHASE 2 PRODUCTS

Products developed in Phase 2 supporting these four focus areas are listed in the chart below.

These products have been completed as stand-alone, complementary documents and reports. All reports are available for download at [http://www.psrc.org/about/pubs](http://www.psrc.org/about/pubs) (look for Growing Transit Communities Partnership, East Corridor information).
PARTNERSHIP FOR SUSTAINABLE COMMUNITIES LIVABILITY PRINCIPLES

The Growing Transit Communities Partnership supports the livability principles of the Partnership for Sustainable Communities. The US Department of Housing and Urban Development (HUD), US Department of Transportation (DOT), and the US Environmental Protection Agency (EPA) have joined together to help communities nationwide improve access to affordable housing, increase transportation options, and lower transportation costs while protecting the environment through the Partnership for Sustainable Communities. The Partnership for Sustainable Communities works to coordinate federal housing, transportation, water, and other infrastructure investments to make neighborhoods more prosperous, allow people to live closer to jobs, save households time and money, and reduce pollution. The Partnership agencies incorporate the following six principles of livability into federal funding programs, policies, and future legislative proposals.

Provide more transportation choices—Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.

Promote equitable, affordable housing—Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Enhance economic competitiveness—Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.

Support existing communities—Target federal funding toward existing communities—through strategies like transit-oriented, mixed use development and land recycling—to increase community revitalization and the efficiency of public works investments and to safeguard rural landscapes.

Coordinate and leverage federal policies and investment—Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Value communities and neighborhoods—Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.
The Focus of this Phase 2 Report: Stakeholder Involvement and Outreach

BACKGROUND AND INTRODUCTION

Stakeholder involvement and outreach efforts for the East Corridor engaged development and business interests in a series of workshop sessions in May 2013. The overall purpose of the workshops was to learn from the participants’ past experiences in the region and to help inform implementation strategies for the selected station areas for Phase 2 focus, Overlake Village in Redmond and 130th Avenue NE in Bellevue. Information was gathered from developers, financial and real estate experts, business and property owners, housing specialists, and others.

In addition, during the course of the East Corridor Implementation Support project, consultant team members attended a variety of public workshops and meetings hosted by others including Sound Transit, FutureWise, and the GTC Equity Network.

The East Corridor consultant team also set up displays at venues such as Derby Days in Redmond and the Bellevue Farmers Market as part of the Vibrant Urban Neighborhoods to collect public preference information. (The results of this work are summarized in the separate Phase 2 report called Vibrant Urban Neighborhoods).

Involvement in these outreach activities helped the consultant team gain an understanding within the development community, businesses and property owners, and the public-at-large about the level of awareness related to light rail implementation and the vision for redevelopment in the station areas.

A primary objective of the Growing Transit Communities Partnership is implementing equitable, vibrant, and livable communities around transit. Engaging stakeholders in meaningful discussions about how to achieve this objective was a primary focus of the outreach. The results of outreach activities conducted during the East Corridor Implementation Support project can be referenced by others working in station area planning throughout the region.

The information in this report, developed for the Growing Transit Communities Partnership, will be helpful reference to those implementing transit-oriented development projects in the East Corridor as well as those working in other station areas throughout the region.

OBJECTIVES OF DEVELOPMENT AND BUSINESS INTERESTS WORKSHOPS

Stakeholder involvement and outreach activities for the East Corridor project were conducted to achieve several objectives.

- Present the two station area plans and the status of sites and projects in these areas to broaden awareness about development potential.
- Discuss market conditions and demands pertinent to the two station areas.
- Gather recommendations and ideas for incentivizing, encouraging, and supporting redevelopment.
- Obtain suggestions for infrastructure and public realm improvements to support redevelopment.
- Discuss and understand potential redevelopment phasing scenarios and building types that might best fit the station areas based on market and economic conditions.
- Build interest and momentum in potential transit-oriented development opportunities.
- Test potential implementation concepts.

INVOLVEMENT AND OUTREACH ACTIVITIES

As part of the East Corridor Implementation Support Project, the consultant team completed a variety of activities. While the primary focus was to engage
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development and business interests, various activities reached a broader audience, including information gathered from the region for the Vibrant Urban Neighborhoods online survey that was conducted as part of the East Corridor Implementation Support project. Activities conducted by the consultant team included the following.

• Workshop sessions with development, real estate, financial, and business interests were held on May 21, 22, and 23, 2013. The workshop participants list was compiled based on the collective knowledge of the consultant team and the Project Management Team. Development, real estate, financial, and housing interests active in the Puget Sound region, as well as in the Portland, Oregon region were a focus. A list of local businesses and property owners in the two station areas also was compiled for the May 23rd workshop sessions. In total, more than 70 people were invited and about 40 accepted the invitation and attended one of the three workshop sessions.

• The workshop sessions included a tour of the two station areas, along with presentations on the adopted visions and plans for the areas and best practices examples of transit-oriented development in other areas with relevance to the East Corridor. (See summary of workshop discussions later in this report.)

• Development of a survey focused on gathering information to inform creation of vibrant urban neighborhoods for all ages, which included companion displays and walk-up visual preference surveys at various venues such as Derby Days in Redmond and the Bellevue Farmers Market.

• Facilitation of a two-part charrette to study specific transit-oriented development opportunities at the proposed park and ride site just north of the 130th Avenue NE station. The team facilitated discussions between staff from the City of Bellevue, Sound Transit, A Regional Coalition for Housing, Puget Sound Regional Council, and others to develop and analyze potential site redevelopment options.

• Participation at various public meetings (including Sound Transit workshops) where consultant team members distributed project information and invited participation in the Vibrant Urban Neighborhoods Survey. Various individual meetings and follow-up phone calls with key stakeholders including the Bellevue Chamber of Commerce, staff from the Cities of Redmond and Bellevue, Sound Transit’s public and stakeholder involvement team, development interests who could not attend the workshops, and others.

• Presentations and project updates to the East Corridor Task Force, Oversight Committee, Regional Staff Committee, and other groups.

• Project presence at the culminating Growing Transit Communities Partnership event in December 2013.

PROCESS FACILITATION

The consultant team facilitating these activities included representatives from Otak, Inc., BAE Urban Economics with Paul Peninger, and Nelson Nygaard Consulting, as well as representatives from the Growing Transit Communities Partnership (including elected officials and staff from the Cities of Redmond and Bellevue, community members, and representatives from A Regional Coalition for Housing, Sound Transit, King County Metro, Puget Sound Regional Council, and others).

This team worked cooperatively to broaden awareness about the coming of high-capacity transit to the Eastside and the planning activities that the cities of Redmond and Bellevue have completed to facilitate opportunities for redevelopment.

THE FOCUS OF THIS REPORT

This report places a focus on summarizing the results of the workshop sessions with development, real estate, financial, and business interests conducted in May 2013. Separate reports have been developed summarizing the results of the 130th Avenue NE Transit-Oriented Development Opportunity Study and the survey work related to creating vibrant urban neighborhoods.

The information discussed in the workshop sessions helped to inform development of other reports for the East Corridor Implementation Project, including the Business Retention and Attraction and the Housing, Development, and Infrastructure Funding reports. This information also will help to inform future
implementation and outreach activities in the East Corridor.

All reports can be downloaded at http://www.psrc.org/about/pubs (search for Growing Transit Communities, East Corridor information).

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**SUMMARY OF THE MAY 21-23, 2013 WORKSHOP SESSIONS**

**Overview**

As part of the East Corridor Implementation Support Project, the team conducted workshop sessions with representatives from development, real estate, financial, and business interests May 21-23, 2013.

**Workshop Agendas**

**May 21 and 22 Development Interests Sessions:**

- Welcoming Remarks
- Introductions
- Presentation:
  - Growing Transit Communities Partnership/Background
  - Overview of Station Areas:
    - Overlake Village, Redmond
    - 130th Avenue NE, Bellevue
  - Best Practices Examples
- List of Key Questions for Later Discussion
- Tour of Station Areas
- Return to Workshop for Discussion
- Meeting Summary/Closing Remarks

**May 23 Business Interests Session:**

- Welcoming Remarks
- Introductions
- Presentation
  - Overview of Station Areas:
    - Overlake Village, Redmond
    - 130th Avenue NE, Bellevue
  - Business Retention and Attraction Best Practices
- Discussion/Questions and Answers
- Meeting Summary/Closing Remarks

**Welcoming Remarks**

On May 21, City of Redmond Mayor John Marchione welcomed participants and spoke to the opportunities the Growing Transit Communities Partnership provides to leverage the region’s transit investments. The Mayor thanked the group for their participation and stated that a key goal for the workshop was to hear ideas and strategies that can help achieve the visions for these station areas. He stated that the East Corridor is an excellent location to do business and live, and that the area attracts talent and families from all over the world. Exciting things are happening here, and the City of Redmond is seeking participation early on and continuously as part of the area’s transformation.

For the May 22 and 23 sessions, City of Redmond Councilmember John Stilin welcomed the group and set the stage for the workshop, stating that successful implementation of the adopted vision for these areas can be informed by the expertise of workshop participants. He stated that the goal for today is to share ideas about the future of these two station areas. Hearing ideas, insights, and input on potential strategies from business representatives, developers, non-profit organizations, and real estate interests is a critical part of moving from vision to reality. Councilman Stilin
thanked the participants for coming to the meeting, recognizing that they had to take time out of their busy schedules. He stated that the East Corridor is a great place to invest and a great place for business and living. There are plenty of cultural opportunities, good schools, and jobs.

**Introductory Presentations**

At the beginning of each workshop session, introductory presentations were provided to orient participants to each of the two station areas that are a focus of the East Corridor Implementation Support project, Overlake Village in Redmond and 130th Avenue NE in Bellevue.

Mandi Roberts from Otak, Inc., the consultant leading the project, discussed the focus of the Growing Transit Communities Partnership, and Lori Peckol from the City of Redmond and Paul Inghram from the City of Bellevue presented background information and adopted plans related to each of the station areas. Then, Kurt Creager and Paul Peninger from the consultant team presented case examples of other transit-oriented development projects, highlighting affordable housing and business retention and attraction aspects of these examples.

**Growing Transit Communities Partnership/Background**

The background presentation highlighted that significant growth in the region is making it critical to collectively plan how and where to direct growth in a smart way. Typically, employment centers and housing areas are separated within a region, but the focus of the Growing Transit Communities Partnership is to bring them together in the East Corridor.

The East Corridor Implementation Support Project builds on existing adopted policies and plans (PSRC Vision 2040 and local government plans), and is informed by their content. This is one of several regional projects funded through the US Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant Program. Several projects underway in the central Puget Sound region are addressing equity, affordable housing, and corridor strategies.

The East Corridor alignment planned for completion in 2023, starts in Seattle, and includes Mercer Island, South Bellevue, Downtown Bellevue, Bel-Red and Redmond up to the Overlake Transit Center (Downtown and Southeast Redmond stations are planned, although not funded). Bel-Red and Overlake Village are the areas of focus for the workshop. The project team is focusing on four key areas, identified by the Growing Transit Communities East Corridor Task Force, of need for the East Corridor: affordable housing, business retention and attraction, partnerships, and transportation access, and connectivity.

**Overlake Village Station Area Presentation Highlights**

Two stations are scheduled to be operational in Redmond by 2023: Overlake Transit Center and Overlake Village. These areas overlap with Microsoft’s campuses, which span both sides of SR 520 and where over 40,000 employees currently work. The shopping centers in Overlake Village are located south of the proposed station areas. Redmond’s vision is to transform Overlake into a thriving urban center where it is comfortable to walk and bike from home to shopping, local parks and more, and with light rail adding another convenient mode of transportation. Redmond’s goal is to make Overlake a desirable place to live, work, shop, and play.

Redmond expects to add 5,000 new homes and 25,000 new jobs over the next 17 years. Zoning was initially adopted in 1999. A major 2007 plan update facilitated a more coordinated approach in investment and set the strategic framework for this vision. This framework will promote urban density, innovation, and sustainability.

The zoning code adds incentives for the provision of elements such as affordable housing, regional stormwater management facilities, and parks. Redmond has adopted a State Environmental Policy Act planned action for the Overlake Village area to ease and simplify the land use process. The SEPA planned action is intended to create predictability, so developers will not need to complete project specific SEPA review for projects consistent with the adopted neighborhood plan. The code promotes high density through increased floor area ratio (4.0 residential, .55+ for commercial, and increased building heights 9 to 12 stories).
Partnerships will be critical in transforming Overlake Village into a vibrant urban place. Redmond has partnered with a variety of stakeholders (local businesses, residents, other agencies) to collaborate on plans and development.

**Current Characteristics**—Redmond has an urban vision; however, existing infrastructure is suburban (e.g., big blocks, no on-street parking, no stormwater management, no parks in the area). Overlake is one of the densest regional employment centers with 46,000 jobs, but only has 3,000 homes. With 15 times as many jobs as homes, demand for housing is high.

Overlake Village is a thriving place for incubator business, and there is access to a lot of services. Overlake is more diverse than the region as a whole, which is reflected by the local businesses. There is a good level of transit access (with RapidRide and light rail, which will start operating in 2023) and high ridership demand. Existing mass transit is entirely bus-based and includes local bus lines, regional bus lines, bus rapid transit, and the Microsoft Connector system.

Because of the consolidated property ownership in Overlake – property is about 6 times larger than in Downtown Redmond – large development projects are possible.

**Strategies to Achieve the Vision**—Public sector investment in retrofitting infrastructure such as streets, stormwater management, and parks can translate to private sector development and investment. Redmond has developed plans to increase the street grid to disperse traffic and provide better station access. Three regional stormwater facilities will be installed one at the light rail station, one at mid-district, and one at the south end in order to take the burden of development costs off the property owners. The south vault construction began in 2013 and will be completed by 2015. The vault at the light rail station is anticipated to be constructed by the time East Link opens in 2023, and the third vault by 2030.

**Partnerships**—Redmond has partnered with Sound Transit, property owners, and developers to put stations near the freeway rather than the center of the district thus minimizing interference with property access and with the urban streetscape Redmond is planning.

Sound Transit will construct the light rail stations as well as transportation improvements in the immediate vicinity of the stations. As a key partner, Microsoft has agreed to contribute funding to improvements in the neighborhood, which will include funding of the northernmost pedestrian/bicycle bridge (just south of NE 40th Street) to connect the portions of the Microsoft campus located east and west of SR 520. Microsoft estimates that the bridge could be open as soon as 2020 and would double the ridership at the Sound Transit light rail station at the Overlake Transit Center.

The City of Redmond is committed to funding the Overlake Village pedestrian/bicycle bridge, which has already received a $5 million grant through Puget Sound Regional Council.

Capstone is redeveloping the former Group Health Hospital site to provide homes, a hotel, a park, and commercial space (1,400 homes; 1.2 million square feet of commercial space; 2.6 acres of park/open space; and a 300-room hotel). Redmond City Council adopted the development agreement in 2011.

SR 520 corridor improvements will include adding an off-ramp under 148th Avenue that will end in a roundabout to decrease congestion in the area. Preliminary design is complete, and the City continues to work with partners to pursue funding for construction.

Redmond is partnering on several other projects and engaging with stakeholders in Overlake on a regular basis. The City encourages participation and is making progress on affordable housing and transit connectivity.

**130th Avenue NE Station Area Presentation Highlights**

The Bel-Red Corridor has a high level of potential for redevelopment due to the existing low-rise light industrial development patterns. Bellevue has adopted a vision for urban development in the corridor that will capitalize on these opportunities. The Bel-Red plan was adopted in 2009, following community engagement and the development of a citizen advisory committee. The
adoption plan calls for new urban development to create livable communities around the proposed light rail stations. Residents and businesses have been generally supportive of changes in the area.

Existing street conditions are substandard and many of the local streets have no pedestrian facilities. Redevelopment in the area will provide opportunities for completing the street network with an expanded grid of streets and facilities for pedestrians and bicyclists. Natural features such as Goff Creek will be restored and become an amenity to the new neighborhood. Bellevue has made an 8-acre acquisition to do stream enhancement and increase park opportunities in the Bel-Red Corridor. Restoration of the streams will not only meet code requirements, but also will help to enhance development nearby. Bellevue is working on several capital investment projects to complete the new street grid within the stations areas that will help break down the mass of the blocks and enhance connectivity. The plan will provide community gathering places and community services and amenities that will enhance the quality of life for citizens and create a livable setting where older adults will be able to age in place.

Stations will be located in a way that allows development to occur around them. Up-zoning has been adopted and allows for higher density (floor area ratio of up to 4 and height up to 12 stories) with bonus incentive systems, developers can reach maximum allowed density. Bellevue is encouraging housing choice and affordability by providing code flexibility for urban and denser building forms. The City estimates there is a demand for 8,000 additional housing units in Bellevue; however, there is little remaining land available for single-family housing, so the vast majority of new residential development in the city will be in the form of multi-family housing. The hope is that the Bel-Red plan will address the range and spread of housing needs by providing affordable and market-rate housing.

There are two master development plans in process (two large master use permits) in Bel-Red. There are also new businesses in the area that are taking advantage of the new zoning through adaptive reuse.

Presentation of Best Practices Examples

These best practices projects were highlighted because of their applicability to the context of the East Corridor, and they were developed tools and techniques that potentially could be implemented in the East Corridor.

The following projects from the Phoenix, Arizona metropolitan area were developed in similar contexts as the East Corridor. Light rail in Phoenix was implemented in seven years from funding to full build-out. This was possible because environmental requirements are not as extensive in Phoenix and the land for light rail was available due through existing large rights-of-way.

**Grigio Metro in Tempe, Arizona**—Located on Apache Road, which is similar to Aurora Avenue, Grigio Metro is one station east of Arizona State University. The project is interesting because of the dual-use parking garage. The site was originally acquired by the City of Tempe for construction. The City turned over the site to a developer for construction of a parking garage, and gave them rights to the land to allow for a residential/retail wrap around the garage. The project provides relatively small apartment units and active ground floor uses. The dual-use parking area is worthy of mention; however the project does not include affordable housing.

**Portland Place in Phoenix, Arizona**—This is a good case example for housing. The City of Phoenix put up the staging site for competitive bidding and wound up with townhouses on the street, with higher density buildings in the back. This style could work in the East Corridor. It is a “TAD” or transit-adjacent development, not transit-oriented development because parking standards are still higher than you might see with transit-oriented development. The project has good access to the nearby arts district and other uses. The area is centrally located, with lots of people that have close access to downtown.

**Devine Legacy in Phoenix, Arizona**—Native American Connection (a non-profit) developed this one block away from the light rail station. Shared parking is tucked under with narrow retail. Units are predominantly affordable with only 10% market rate. The agency used tax credit equity and bonds as funding.
Land Economics around Sites—There is a lot of land speculation in station areas that varies greatly from 350 to 1,600%. This volatility can preclude affordable housing if specific measures are not made to include it. There is a stated goal of minimum 25 percent affordable housing in the station areas. Use of public equity is an open question (local sources are oversubscribed), and the role of homeownership is another important consideration.

Business Retention and Attraction

Best Practices

Phase 1 of the East Corridor Implementation Support project looked at best practices in other regions for business retention and attraction lessons. Economic development means retaining small businesses for economic vitality. The Puget Sound region can look to other regions for lessons learned. We know that advance planning is critical to ensure that existing businesses benefit from infrastructure and transit service and to minimize displacement. Advance planning will help to ensure that existing businesses stay and benefit from light rail. It is imperative to bring in transit-oriented development (not just transit adjacent) businesses and economic tools. Real estate developers and lenders are key partners in retaining and supporting businesses.

Best Practice Example: Portland Interstate MAX line in Portland, Oregon—Learning from previous lines built through Portland, the City and partners put together comprehensive effort to retain business and were able to avoid loss of businesses through relocation efforts, outreach, and business assistance. An effort was made to maintain businesses in place. The transit agency was a critical partner along with redevelopment agencies and community organizations.

Best Practice Example: Central Corridor in the Minneapolis-St. Paul Area—The Central Corridor connects Minneapolis to St. Paul. The region learned from the construction of the Hiawatha Line that displaced many businesses. Some businesses were not able to survive and others were not attracting customers fast enough. This project is not really about land acquisition; it is about building capacity and stronger organizations throughout the process. The goal was to work with small businesses to figure out where they can move to facilitate the finding of suitable locations. There is a funders collaborative in the Central Corridor, a national model that is very instructive for potential application in the East Corridor.

Best Practice Example: Fruitvale, California Station Area—The site was acquired from BART, and redeveloped with retail, community services, and housing. There was a main street program and business improvement district along the existing corridor, making this a great business improvement district model.

Best Practice Example: Denver Urban Land Conservancy—Denver has an urban land conservancy, which is a good model. The City of Denver put up some initial funding to support a land bank that would facilitate providing equity in the region. The program has a well-defined set of tools offered by City of Denver including information, referrals, and other activities. Local foundations have to come together to fund the Urban Land Conservancy through a real estate approach. They obtain properties to ensure an equitable outcome that is focused more around real estate rather than capacity building. Denver is known as one of the most successful examples to ensure that station areas will contribute to the neighborhood as well as the light rail stations. The land conservancy purchases and holds sites for five to seven years, and then sells land to develop projects that have community benefit.

Key Strategies and Tools for Business Retention and Attraction:

1) Early planning and community engagement (Central Corridor)

2) Phasing of the construction process to minimize impacts (I-Max and Central Corridor)

3) “Open for Business” campaigns, and financial and technical support to minimizing business disruptions during and after construction (I-Max and Central Corridor)

4) Philanthropic support to enhance and leverage scarce public resources (Central Corridor)
5) Business improvement districts, main street programs and other commercial corridor revitalization programs can provide a structure for assisting small business districts over the long-run (Fruitvale District)

Discussion Questions

A list of questions was developed and distributed prior to the station area tours for workshop participants to consider. Then, discussion after the tours focused on these questions.

Development and Housing

As we tour the station areas, consider:

1. What types and mixes of uses would be feasible?

2. What types of public sector investments would be most helpful at this stage?

3. What are some strategies to ensure a balance of affordable housing and a healthy mix of commercial space?

4. After hearing this morning’s presentations and touring the site, what are your impressions of the short-term and long-term development opportunities for each of the areas?

5. What are your recommendations to help catalyze and promote redevelopment activity in the two station areas? What type of public sector investments would be most helpful at this stage?

6. What additional development incentives should be considered for projects in these areas?

7. What opportunities are there for public/private partnerships?

8. What are your recommendations related to providing diverse housing choices and affordable options to various income levels, including low income and very low income households?

9. What suggestions do you have related to infrastructure and public realm improvements to support redevelopment and for sequencing of public amenities and improvements to attract, service, and support the surrounding residential and employment populations?

10. To support the important objectives of retaining existing businesses and attracting new businesses, what recommendations do you have for flexible TOD product types on at these station areas?

11. What are your suggestions for placemaking and building station area character and uses? What are some ways to differentiate the various station areas/transit-oriented neighborhoods (given that not every station should serve the same market functions)?

Business and Property Owners Discussion

1. What are some of the potential benefits of redevelopment and new transit service to the existing businesses and property owners nearby? What are some of the major downsides or pitfalls to the planned changes?

2. What are some recommendations to help existing businesses to prosper before, during, and after construction?

3. What how would you attract new businesses to the station areas? What types of businesses would work well? What types of new development?

4. What are some ways to reach and involve businesses and property owners in ongoing planning and redevelopment activities in these areas?

5. Are there particular activities that you would like to see public agencies engage in to assist with economic development in these areas?

6. What business organizations/groups are you affiliated with?
Common Themes from All Discussions

The following common themes arose from the discussions with the workshop participants in all three sessions.

- Residential land use demand exists but determining the ideal affordable/market housing balance, finding funding, and incentivizing development can be challenging.

- Other comments include:
  o A threshold of affordability should come forward based on community needs, rather than be driven by development proposals.
  o Consider each station area individually; each has different characteristics and needs.
  o Use care in implementing incentives for developers and ensure that cities are getting a return on the incentives.
  o Acquire property and stabilize the land value through land banking. Cases: Urban Land Conservancy (ULC); Silicon Valley Land Conservancy
  o Cities should create a growth-related housing fund (bonds).
  o Partner with area employers to buy tax credits.

- Another challenge is matching the pace of a development to demand. Generally this should be influenced by market forces, but various station areas will be competing for market sectors. It is important to consider proactive planning, branding, and marketing to attract demand and development.

- Urban housing should have minimal parking, but this is problematic when housing is built years before light rail. Even with consideration of surface lots that will later be redeveloped there are concerns. Surface parking areas can become a detraction to development and create inertia around stations as is evidenced by locations along the BART line in Oakland that have struggled to redevelop.

- There are examples of transit-oriented developments that have integrated lower ratios of parking and found success before light rail based on phasing. (Phoenix project with 3,000 units/over 30 years; Holly Street apartments in Pasadena built seven years before the transit line was running; very successful.) It may be necessary to conduct more detailed market analysis to reassure investors.

- Balancing affordability and character retention with neighborhood transformation is another challenge, along with ensuring that multi-family developments are actually family-friendly with elements such as two to three bedroom units and access to K-8 schools, parks, trails, community recreation, and groceries (healthy foods).

- The timing of demand for retail and commercial services to serve new housing can bring challenges. Typically mixed-use development calls for ground floor retail and active uses, but the full demand to fill these spaces won’t occur until the housing is well occupied. Further, affordable housing grants and subsidies do not apply to commercial spaces. Because most business owners rent, some may have challenges with land value increases. Outreach and business support services that can help them through the transition are important. Some may need to increase prices in sync with changes in the neighborhood and new clientele to stay competitive.

- Other comments include:
  o Develop flexible spaces such as community centers or live/work spaces as stand-in for future retail. Examples: Discovery Center, South Lake Union.
  o Avoid chain retail that is less successful in sustaining neighborhoods and local businesses.
  o Consider design ideas such as cut-up warehouses or shop-house style.

- Parks, schools, and community centers are critical for attracting families. The challenge is that most school districts won’t build before
demand exists, at which point land value may be very high.

- Other comments include:
  - Explore landbanking property for these uses.
  - Co-develop housing with community centers. Example: Vancouver flagship YMCA where resident families have free membership, kids are dropped at the YMCA after school rather than at home.
  - Engage parks departments in the urban development process.

- The cities should be proactive in developing infrastructure in order to help make investment and development more attractive.

- Strong communications, messaging, branding, and marketing are important for ongoing success. A strong message will help get stakeholders on board and build awareness among residents and businesses that light rail is coming.

- Other comments include:
  - The cities should continue to promote a strong vision while allowing flexibility.
  - Networking among businesses and economic development interests will be vital. There appears to be a need for a common entity/devoted district champion to identify opportunities and market the vision to developers and investors. This entity can also be the central hub for communications, information, and outreach to property owners and businesses. It can manage the development of various corridor-wide communication tools such as web-based information, newsletters, fact sheets, etc., and be an ongoing source of consistent messaging through light rail implementation and beyond.
  - Identify and engage partners and stakeholders. Expand the net of stakeholders for inclusive communications.
  - Form partnerships with large businesses and landowners and garner their support with outreach and communications. For example, Microsoft is very interested in retaining talent and could be a valuable partner. Examples of success in working with large land owners: Minnesota, Denver, South Lake Union. Vibrant, urban, “buzzing” communities will help tech companies attract more employees.

**SUMMARY OF INSIGHTS SHARED AND KEY OBSERVATIONS**

During the course of the outreach activities, workshop participants and the project team shared insights and observations, summarized below. Note these are not intended to be fully representative of all perspectives on the East Corridor, but can be used as general input from select efforts.

**Public and Stakeholder Involvement and Outreach by the Cities**—While developing the plans for Overlake and the Bel-Red Corridor (including specific subarea plans for Overlake Village and 130th Avenue NE station areas) during the period of 2005 to 2009, both the Cities of Redmond and Bellevue carried out extensive public and stakeholder involvement activities. These activities engaged hundreds of community members and other stakeholders in the development of the vision and plan for these areas, and also built a broad base of knowledge about the coming of high-capacity transit to the Eastside and the opportunities for redevelopment of underutilized areas. Since the plans were developed and adopted, ongoing outreach efforts have been focused on specific city or development projects and activities in each station area.

**Public and Stakeholder Involvement and Outreach by Sound Transit**—During the course of planning and design of the light rail system, Sound Transit has engaged thousands of stakeholders through numerous community open houses and workshops; and participated in numerous neighborhood fairs, festivals, and events in East Link communities with great success. The regional transit authority will continue with a robust community outreach and engagement program through construction and operation of the East Link Light Rail Extension. Consistent with Sound Transit’s
mission, these involvement activities have been focused on informing the public and gathering input on aspects of the light rail system and station designs. These meetings have invited participation from city agencies on concurrent projects in the East Corridor and related land use code and master plan. Discussion of land use and redevelopment opportunities or transit-oriented development to support sustainable transit ridership is more the realm of the local jurisdiction’s land use process.

**Web-based Information**—The Cities of Bellevue and Redmond and Sound Transit provide extensive information on their respective websites about the station areas and surrounding neighborhoods and the plans for East Link light rail implementation. This includes details about adopted plans and zoning, redevelopment projects in process, planned capital improvements, the schedule for light rail construction, station design information, and more.

**Challenges in Engaging Small Businesses**—There are challenges in engaging business representatives, and in particular small business owners in public and stakeholder involvement activities. Business representatives are busy managing the daily aspects of their stores and shops, restaurants, and other enterprises, and it is difficult for them to attend meetings. Yet there is an important need to build awareness, particularly within the business community, of the plans for light rail construction, private sector redevelopment opportunities, and resources that may be available to them for support during construction and redevelopment. A business networking entity (which could be a small start-up organization, a partnership with existing organizations, or perhaps a staff position shared by the cities and other partners,) are among the options to evaluate.

**Building Awareness about Redevelopment and Business Opportunities**—While many people are aware of the proposed East Link light rail system and the cities’ adopted plans and zoning for the Overlake Village and Bel-Red Corridor station areas, new people are moving into the area and the process of change is dynamic. Ongoing outreach and engagement, particularly of business and property owners, and real estate and economic development interests will be essential to continue to build interest in the station areas and broaden awareness of when changes will occur that can impact business and property owners.

The robust outreach activities conducted to date and on an ongoing basis (including public workshops, meetings, news articles, newsletters, mailers, website information, blogs, and other media) provide an excellent foundation. Targeted engagement of businesses, property owners, and real estate and development interests is an area that should become more of a focus in the coming months and years as light rail implementation begins to draw near.

The Growing Transit Communities Partnership has placed an emphasis on building awareness about the aspects of the station area plans related to supporting future transformation. A large constituency has been well engaged through Sound Transit’s East Link Extension Project and the cities’ adopted plans and zoning for Overlake Village and the Bel-Red Corridor station areas outreach work. There is an important need for this to continue and also, in particular to find more ways to engage business interests, which has been challenging to date (for example, business owners/managers may not have time to attend meetings, especially if held during their operating hours).

Some of the key questions and topics that ongoing outreach efforts should address include:

- How Sound Transit will manage the timing, sequence, and impacts of light rail construction to support transportation and access to the station areas, local businesses and employment sites
- Where along the corridor the light rail alignment will be at grade versus below grade or above grade
- The distinction between what Sound Transit’s property acquisition and disposition policies allow for in relation to property purchased and the local jurisdiction’s zoning and redevelopment opportunities for lands surrounding transit stations, which are not being purchased by Sound Transit
• How parcel owners can realize significant long-term value and return on investment in relation to transit-adjacent private sector property redevelopment opportunities outside the area Sound Transit acquires

• What Sound Transit’s and the cities’ roles will be in acquisition and/or redevelopment in the station areas specific to public facilities, and when and where those public facilities (complete streets, pedestrian/bike bridges, trails, parks, stormwater facilities, stream corridor enhancements, community services, etc.) will be developed

• The specific urban form, building heights, and development patterns that may emerge in transit station areas based on adopted zoning

• How proximity and access to light rail, and adjacent rezoning, and redevelopment can affect private property values

• How building urban neighborhoods around high-capacity transit may contribute to environmental and economic sustainability and expected positive community health outcomes (such as reduced traffic congestion, greenhouse gas emissions and pollution, reduced reliance on foreign oil, less household transportation costs, and more active, healthy communities)

• What specific procedures are required for redevelopment, such as aggregation of properties, entitlement actions, acquisition by developers, and other aspects

• How redevelopment will occur (phasing over time) and what opportunities might be available for relocation of businesses (temporary and permanent) within the redevelopment to avoid displacement

and property owners in the station areas. While the cities and Sound Transit will continue to lead these efforts, it may be helpful for either a shared staff position to be created or a specific organization formed to support businesses and economic development efforts in the station areas. This entity could help to focus on providing outreach and information related to the topics above, as well as economic development and business retention and attraction.

**Ongoing Coordination between Agencies and Service Providers**—There will be an ongoing need to update public service providers, school districts, utility companies, and others responsible for providing public services to the station areas as they grow and change in the future. These providers were engaged in the initial development of subarea plans and analysis of the need for services was included in the programmatic environmental impact statements completed as part of the planned action (Redmond) and programmatic SEPA compliance (Bellevue). However, as the neighborhoods continue to transform, it will be important for staff from the cities of Redmond and Bellevue to continue to update service and utilities providers. Coordination will occur on a project-by-project basis, but there will be an ongoing need for coordination and communication for the overall redevelopment areas.

**Creating Family-friendly Neighborhoods**—Workshop participants in the development and business interests sessions agreed about the importance of creating new urban neighborhoods that are attractive to all ages including families with children, older adults, family groups, couples, and singles. Discussions noted that transforming suburban commercial areas into family-friendly urban neighborhoods can be challenging and more costly with the need for amenities and infrastructure investments (parks, complete streets, trails, etc). It is important to consider unit size to support families, with two and three bedroom units, as well as in-building amenities such as learning centers/computer labs, and recreation facilities—and these features can add costs to projects. Family-friendly developments also need proximity to K-8 schools (as older students can take transit or drive). Coordination with and outreach to the school districts will be important as development continues to predict capacity and integrate school facilities into fabric of new “neighborhoods” or communities.

**Economic Development, Business and Redevelopment Networking Need**—As redevelopment activities continue to progress in the East Corridor, there will be a need for increased networking and information sharing among businesses
An idea discussed at the workshop suggested engaging school districts in employer housing capitalization/trust funds to benefit their employees. Lease entitlements to organizations such as YMCA as an amenity to development with oversight by housing authority also could be explored. Project-based rental assistance strategies were also mentioned as potential tools to explore. Because access to nature and outdoor opportunities is so important for family-friendly neighborhoods, public entities should consider landbanking areas for parks and natural areas, schools, and other community facilities early in the process.

Support for Change, More Housing and Transportation Choices, and Sustainable Redevelopment—While many Eastside residents currently live in suburban neighborhoods and subdivisions and predominantly travel by private automobile between home and work, shopping, school, and other activities, there seems to be an increasing interest in dense urban living opportunities that will emerge around station areas. Workshop participants discussed that the East Corridor high tech employment centers are attracting professionals from other countries who have lived in urban areas and are familiar with high-capacity transit. This may help support the market for urban neighborhood development. Recent studies have shown that younger home buyers like the idea of being able to live closer to work and to commute by transit is appealing, as well as to be able to walk and bicycle for errands and shopping in the neighborhood, another advantage of urban living. Refer to the separate Phase 2 report, Benefits of Green Transit-Oriented Development, for a summary of this research.

Workshop participants commented that the current network of land use and transportation on the Eastside does not provide sufficient travel choices (outside of the downtown areas of Bellevue, Redmond, Kirkland, and Crossroads). Existing transit services are limited; there are few densely populated mixed-use areas; and most people have to travel by automobile to get to and from their destinations. There are also limitations on affordable housing and the range of housing types available for home buyers seeking smaller homes or multi-family options.

While the adopted plans for Overlake Village and the Bel-Red Corridor will increase housing and transportation choices and opportunities, with more people having access to high-capacity transit and being able to walk and bicycle between destinations, workshop participants discussed that it will be interesting to see how these opportunities will transform and become available over time.

Affordable Housing Demand and Synergy with Transit Service—Affordable housing representatives who participated in the workshop sessions on May 21, 22, and 23 stated that there is an undersupply of housing for those earning below 50 percent of area median income (AMI), and that there is a need for non-profits that have flexible programs and investors with “patient” capital to implement more affordable housing on the Eastside. Implementation needs to start now because it takes three to five years to get projects built. Workshop participants discussed that finding funding support for affordable housing can be challenging, but there are more government resources available to support development (more than for market rate housing and commercial/mixed-use types of transit-oriented development).

Workshop participants discussed the importance of managing parking in transit-oriented communities, balanced with providing sufficient levels of parking to support commercial uses and lenders’ guidelines. Construction of parking is expensive, and if projects are permitted to provide less parking, this helps to reduce project costs. However, lenders often still require higher parking quantities than are needed in transit-oriented
communities. Good case studies are needed to convince lenders that minimizing parking can work. Co-locating affordable housing with park-and-ride facilities and near transit stations could be synergistic (due to reduced household and transportation costs). As such concentrating affordable housing around high-capacity transit stations should be strongly considered.

**Diversity of Market Sectors**—Participants in the May workshop sessions discussed that there are different target markets for housing on the Eastside with evolving populations of international high-tech workers, many with immigrant parents, as well as South Asian, Latino, and families of other ethnicities looking for intergenerational living opportunities.

Young families are looking for more affordable options where they can live closer to where they work and don’t have to spend as much household budget on transportation.

Older adults and retirees are looking to downsize and live in urban neighborhoods where they can walk or take transit to services and amenities.

There are a lot of evolving dynamics and interests in the marketplace, and the East Corridor brings the opportunity to serve many diverse needs with housing choices at varying sizes and levels of affordability.

**The Need for a Finer Grain Understanding of Housing Demand**—Some workshop participants were interested in gaining a better understanding of market analyses and studies showing the demand for housing and at what timeframes housing will be needed. The Center for Transit Oriented Development analysis showed East Corridor station areas as high in opportunity for residential development in particular. This is evident from current redevelopment activity in the corridor, with the “bookends” of 3,000 units being developed in the Spring District (120th Avenue NE in Bellevue) and the 1,400 units being planned by Capstone Partners on the former Group Health site in Overlake Village.

**Integrating Commercial and Retail Development**—Workshop participants discussed the importance of understanding the difference between transit-dependent land uses and transit as an amenity to residential and commercial uses. These are different market segments. Certain commercial and retail uses tend to need more parking unless lenders can be convinced that the customer base uses transit more than in other areas. Live/work units can serve as a placeholder for future retail since retail tends to lag in developments (pending the growth of the customer base provided by housing). Smaller businesses are important in the mix of these neighborhoods particularly since chains/larger retailers are not early investors and have yet to show any interest. What can be done to provide benefits to “pioneers” for some period early in the redevelopment process? What zoning/incentives for neighborhood-serving groceries or services can be retained or introduced?

**Economic and Business Vitality**—In general, businesses in both station areas tend to be stable and doing well. Questions that workshop participants discussed included: How can existing businesses continue to thrive in the changing neighborhood? What new businesses will be in demand? Even though existing businesses may be doing well, adopted plans call for a new urban vision, and over time properties will redevelop consistent with this vision. Providing support for business relocation will be critical. Proactive planning for business retention and minimizing displacement during construction and redevelopment activities should be a focus.

Supporting networking and information exchange within the business community and economic development interests is an important need. Engaging and informing businesses, property owners, and development interests will help to avoid problems that have occurred in other revitalizing areas related to lack of planning, networking, and coordination with local interests.

Marketing and brand identity are important as there is a need to create a “buzz”, which in turn can strengthen business vitality and attract new residents and businesses. Transportation, housing, commercial, educational, and social amenities also are essential.

Another idea discussed focused on engaging larger companies in the corridor to support and mentor smaller businesses and firms through this process. Communications during the transition will be essential. Fact sheets prepared either by the cities or by a new business/redevelopment coordinating entity would help
to clarify status of plans and reduce partial or misinformation in the community.

**Support for Capital Investments to Catalyze Redevelopment**—Participants in the workshop sessions recommended ongoing public sector investments in infrastructure to catalyze redevelopment. Workshop participants also stated that both cities’ completion of early SEPA review (Redmond’s adoption of the planned action ordinance and Bellevue’s programmatic EIS for the Bel-Red corridor) will be beneficial in minimizing (or in some cases eliminating) the need for extensive project-level environmental review. Capital investment examples such as the Overlake Village regional stormwater management facilities, which are being constructed by the City of Redmond to reduce costs to future developers in the neighborhood, are attractive strategies to attract private developers. Progress would be slower if developers had to locate stormwater facilities on each individual property.

Participants identifying elements they want to see in new urban neighborhoods in the East Corridor (at Derby Days in Redmond)

**RECOMMENDATIONS FOR ONGOING ENGAGEMENT**

Based on the insights shared at the workshop sessions and interactions with East Corridor interests throughout the course of the project, the following actions are recommended for ongoing engagement, primarily focused on the need to continue to outreach to businesses and property owners in the station areas to build awareness about changes that are coming related to light rail construction, as well as to broaden the understanding of redevelopment and associated economic opportunities.

**Community /Stakeholder Engagement and Staff Coordination Group**—Staff members from the cities of Redmond and Bellevue (and potentially neighboring cities), Sound Transit, King County Metro, and other entities should continue to coordinate public and stakeholder involvement and outreach efforts. It is important that these entities continue to collaborate and present consistent information to the public and stakeholders and continue to engage the surrounding neighborhood as implementation of plans moves forward. It may be helpful to assign staff to a more formal group, such as an “East Corridor Outreach Group.”

**Suggested Timeline:** This group could be formalized within the first six months of 2014 and then could plan to meet on a regular basis to coordinate efforts (perhaps quarterly).

**East Corridor Business and Economic Development Networking Group and/or Staff Support**—Creating an organization or providing a staffed position to focus on creating venues, tools, and methods for networking and exchanging information is recommended. This position or organization would engage business representatives and community leaders from the Bel-Red and Overlake areas and provide up-to-date information about redevelopment and construction activities through a variety of methods. The focus for this coalition or task force would be to promote economic development while also addressing a multitude of other needs in the corridor. For this approach to be successful, a district champion (or champions) would need to come forward and make the commitment to “promote the vision,” help out small businesses, implement branding and marketing, and promote opportunity parcels for redevelopment.

This coalition initially could be administered by staff from the two cities, at least in the start-up phase, transitioning to being supported through funding from local corporations and businesses. Refer to separate Phase 2 report, Business Retention and Attraction, for
information about how this has occurred in other regions. [http://www.psrc.org/about/pubs](http://www.psrc.org/about/pubs)

A leadership board or coordinating subgroup from the coalition could be responsible for daily operations (setting up a website, developing materials such as fact sheets and newsletters, holding meetings, etc.). This leadership entity is really needed full-time up to and beyond implementation of the light rail system.

The East Corridor does not currently have a specific, single entity or organization focused on economic development. At one of the workshop sessions, a representative from OneRedmond expressed willingness to work with a Bellevue counterpart, and the Bellevue Chamber has expressed interest in the potential of forming a Bel-Red Task Force as a subgroup of the chamber. Determining the role and purpose, leadership, structure, and funding mechanisms are challenges that need to be addressed in the near future.

A coalition could be the cornerstone of future efforts, but its creation needs to be realistic in expectations and scope. Perhaps representatives from the cities of Redmond and Bellevue could coordinate with OneRedmond and Bellevue Chamber of Commerce to explore the potential for this Eastside entity and put together a work plan for its establishment.

**Suggested Timeline:** An initial meeting to discuss the potential role and purpose of this coalition and how this coalition could be formed and who should participate could occur in early 2014. A work plan for the coalition could be developed later in 2014, and then ongoing operations should occur up through light rail construction and beyond. Refer to the Business Retention and Attraction report for additional related recommendations.

**Centralized Source of Information for Business and Economic Development Interests**—The cities of Redmond and Bellevue provide information on their websites about each of the station areas and projects and activities happening in these areas. Sound Transit provides information on its website about East Link plans and station improvement projects. However, currently there is not a single place where people can go to access all East Corridor business and economic development opportunities and to learn the latest about redevelopment and construction activities in the East Corridor.

Additionally, a timeline graphic that can be displayed online and in print media would be a helpful tool. It could be updated and in continual use by all of the entities managing public and stakeholder engagement activities. This timeline would depict with as much clarity as possible not only the design and construction activities of the East Link system, but also expected redevelopment and capital improvement activities in the corridor. Similarly, map graphics of the station areas showing current projects under development (public and private/infrastructure and site development) could be developed and updated periodically and displayed online and in print media.

**Suggested Timeline:** These tools should be developed when an organized entity (economic development coalition) can take them on as part of its operations. In the interim, perhaps the cities of Bellevue and Redmond, working cooperatively with Sound Transit could develop materials in a coordinated approach.

Ideally a corridor-wide economic development organization could be formed within the next year (2014) and these communication tools and products would then be implemented on an ongoing basis through light rail construction and operations and beyond as the neighborhoods redevelop.

**APPENDIX**

The attached appendix includes copies of the presentations made and hand-outs distributed at the workshop sessions.
AGENDA

8:30 AM  Welcome from John Marchione, Mayor of Redmond

8:35 AM  Introductions

8:45 AM  Growing Transit Communities/East Corridor
         Background and Overview of Station Areas
         • Overlake Village Station Area, Redmond City of Redmond
         • 130th Avenue NE Station Area, Bellevue City of Bellevue

9:15 AM  Best Practices
         Kurt Creager, Otak
         Paul Peninger, BAE Urban Economics

9:35 AM  Key Questions, Followed by Station Area Tours

11:00 AM Return for Discussion Related to Key Questions

12:00 PM Closing Comments
AGENDA

8:30 AM  Welcome from John Stilin, Redmond Councilmember

8:35 AM  Introductions

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         Background and Overview of Station Areas
         • Overlake Village Station Area, Redmond City of Redmond
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130TH AVE NE STATION AREA
BELLEVUE

GENERAL DESCRIPTION

Today the 130th Avenue NE station area is a mix of industrial and commercial uses. A new station area plan for TOD and supporting code provisions was adopted by the City of Bellevue in 2009. The station area plan calls for a mix of new land uses in the station area, as well as a new street grid with multimodal connections to the LRT station. With the overall purpose of facilitating growth of a vibrant neighborhood around the planned LRT station at 130th Avenue NE in the Bel-Red Corridor, the plan serves as a guide for redevelopment and the implementation of stream restoration, new parks, and transportation facilities. The plan is a resource that can be used by developers and to help guide public and private investments in the area. Further analysis should address the following question: what is the best approach to phasing of redevelopment in this station area, where LRT will not be in place until 2023? There are a few large parcels, but no specific site redevelopment proposals at this time.

For more information, please visit: [http://www.ci.bellevue.wa.us/130th-station.htm](http://www.ci.bellevue.wa.us/130th-station.htm).
OVERLAKE VILLAGE STATION AREA
REDMOND

GENERAL DESCRIPTION
Overlake Village is a hub of urban activity, with excellent access via SR 520 and public transit to Downtown Redmond, Downtown Bellevue, Seattle, and the region. It is the third largest employment center in the region with about 46,000 jobs. People who work in Overlake have their pick of a wide variety of restaurants and shops. Business owners choose Overlake in part because of its unparalleled proximity to world leaders in software and digital media. Redmond adopted a new neighborhood plan and code provisions in 2007 (with amendments in 2009 and 2011) for Overlake Village calling for a multi-family housing as part of mid-rise and taller (if the market supports) mixed use developments, with housing at a range of incomes, including various levels of affordability and for families (2+ bedrooms). Subsequent plans for the 152nd Avenue corridor, street design guidelines for the neighborhood, and an implementation plan for co-located stormwater facilities and parks have been completed, and the first phase of implementation of stormwater facilities to support redevelopment in the neighborhood is currently underway.

For more information, please visit: http://www.redmond.gov/cms/
Growing Transit Communities: A Corridor Action Strategy for the Central Puget Sound Region will help local communities make the most of major new transit investments that will be built over the next 20 years. The goal is to provide all people the choice to live in affordable, vibrant, healthy and safe communities, where they can conveniently walk or take a train or a bus to work, and have good access to services, shopping and other activities.

A central strategy to achieve this goal will be promoting compact, equitable communities along the region’s growing high-capacity transit corridors. Growing Transit Communities is a new regional effort to break down implementation barriers to regional plans and test innovative approaches to advance equitable transit-oriented development in communities along the region’s planned light rail corridors.

The Puget Sound Regional Council will coordinate stakeholders from local governmental jurisdictions, businesses, community organizations, and others to develop a Corridor Action Strategy for each of the region’s three light rail transit corridors.

The Corridor Action Strategy process will strive to meet the following goals:

- Engage a wide variety of stakeholders to collaborate on strategies and action steps to achieve a vision for equitable transit-oriented communities in each corridor.
- Develop existing conditions reports that describe corridor station areas and identify land use, fiscal and policy barriers, and opportunities for achieving inclusive transit-oriented communities.
- Reach agreement on a vision and strategy for each corridor that meets the needs of current and future residents by achieving housing affordable to a wide range of incomes, reduced transportation costs, better environmental outcomes, and access to economic opportunity.
- Implement corridor strategies through agreements between local governments, businesses, community organizations and transit providers on actions that will be taken in regional high-capacity transit station areas, with an emphasis on current and future light rail corridors.
Working in parallel with efforts to promote affordable housing and social equity outcomes, the Corridor Action Strategy will integrate information and recommendations from these initiatives to foster diverse transit-oriented communities in the region’s light rail corridors.

**The East Corridor: Seattle to Redmond**

The East Corridor will connect the Eastside’s biggest population and employment centers with stations in Seattle, Mercer Island, Bellevue, and Redmond. The corridor includes the Sound Transit 2 funded East LINK light rail line scheduled to reach Overlake by 2022 or 2023, as well as a potential extension to downtown Redmond. The 14.5 mile light rail route includes 12 station areas. Construction is expected to start in 2015 or 2016 and launch passenger service in 2022 or 2023.

The station areas include major employment centers, such as downtown Bellevue and the Microsoft Campus, residential neighborhoods, such as South Bellevue, and major institutions, such as Bellevue College. Extensive planning for transit-oriented communities has occurred in the corridor, including recently completed neighborhood and subarea plans around several existing stations, extensive light rail alignment studies, and a corridor environmental impact statement.

In the nearer term, a planned King County Metro RapidRide B line — with service slated to begin in fall 2011 — will serve much of the corridor with a bus rapid transit connection between the Bellevue Transit Center, Overlake Transit Center, and the downtown Redmond Transit Center.

The East Corridor Task Force will focus on identifying and implementing approximately three demonstration projects to address key issues and implementation steps within the corridor, potentially addressing issues such as:

- Mixed use development funding strategies
- Environmental strategies
- Market analysis for transit-oriented development.

For more information:
Please visit psrc.org or contact Ben Bakkenta at 206-971-3286 or bbakkenta@psrc.org

The 14.5 mile East Corridor will connect Seattle with the Eastside through Mercer Island, Bellevue, and Redmond.

The Growing Transit Communities program is supported by a grant from the U.S. Department of Housing and Urban Development’s Sustainable Communities Regional Planning Grant Program.
**East Corridor**

The East Corridor will connect the Eastside’s biggest population and employment centers with stations in Seattle, Mercer Island, Bellevue, and Redmond. The East Corridor’s Sound Transit 2 funded East LINK light rail line is scheduled to reach Overlake Transit Center by 2023, as well as a potential extension to downtown Redmond that has not yet been funded. The 14.5 mile light rail route includes 12 station areas. In addition, two Bus Rapid Transit (BRT) station areas, along King County Metro’s RapidRide B line, were chosen for study as part of the Growing Transit Communities work.

Transit communities in the East Corridor include major employment centers, such as downtown Bellevue and the Microsoft Campus, residential neighborhoods, such as South Bellevue, and major institutions, like Bellevue College and Overlake and Group Health hospitals. The corridor contains areas that are planned for major redevelopment, primarily outside of established single-family residential neighborhoods. Extensive planning for transit-oriented communities has occurred in the corridor, including recently completed neighborhood and subarea plans in the four cities around several existing stations, extensive light rail alignment studies, and a corridor environmental impact statement.

**Key Factors**

<table>
<thead>
<tr>
<th>KEY FACTORS</th>
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<tbody>
<tr>
<td>DEMOGRAPHICS</td>
</tr>
<tr>
<td>• Some study areas have small residential populations</td>
</tr>
<tr>
<td>• Overall high household incomes, education levels</td>
</tr>
<tr>
<td>• Relatively high racial and ethnic diversity</td>
</tr>
<tr>
<td>• Lower income households are also present in corridor</td>
</tr>
<tr>
<td>ECONOMY</td>
</tr>
<tr>
<td>• Proximity to major jobs centers in downtown Bellevue and Overlake</td>
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<tr>
<td>• Very high average wages</td>
</tr>
<tr>
<td>• Recent employment growth</td>
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<tr>
<td>• Small businesses and services along the corridor threatened with displacement</td>
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<tr>
<td>BUILT ENVIRONMENT</td>
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<tr>
<td>• Large blocks</td>
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<tr>
<td>• Physical infrastructure needs</td>
</tr>
<tr>
<td>• Recent new development in downtown Bellevue, Mercer Island, downtown Redmond</td>
</tr>
<tr>
<td>• Available developable land in areas that are planning for growth</td>
</tr>
<tr>
<td>HOUSING AFFORDABILITY</td>
</tr>
<tr>
<td>• One of most expensive rental and ownership housing markets in region</td>
</tr>
<tr>
<td>• High land prices</td>
</tr>
<tr>
<td>• Shortage of housing units affordable at all income levels below 80% of AMI</td>
</tr>
<tr>
<td>• Low subsidized housing supply</td>
</tr>
<tr>
<td>• Strong subregional coordination through ARCH</td>
</tr>
<tr>
<td>• Strong market demand can be leveraged to include affordable units</td>
</tr>
<tr>
<td>• Lack of resources to address gaps</td>
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# KEY FACTORS

## MARKET CONDITIONS
- Strong market and emerging market demand throughout the East Corridor
- Competition for funding and development opportunities with more established TOD neighborhoods in Seattle
- Proven successful residential, office, and mixed use projects

## TRANSPORTATION
- Uncertain funding for light rail extension to downtown Redmond
- Uncertain bus transit funding for existing and future service
- Transit nodes generally well served by transit now
- Transit access and connections to surrounding communities on the eastside for intra- and inter-neighborhood travel

## COMMUNITY RESOURCES
- High access to opportunity generally throughout corridor
- Many smaller, community organizations exist
- Lack of well-established, neighborhood-based organizations
- Few housing choices for lower income residents to live in this higher opportunity area
- Need for amenities and services in the corridor support and attract residents
- Ongoing community leadership development needs

---

## Draft Implementation Priorities:

- Focus on creating new urban neighborhoods in selected sites around transit through:
  - Public investments in infrastructure and amenities. In particular, fund and implement projects that have been identified in existing, adopted subarea and master plans
  - Refine zoning and employ other land use tools
  - Pursue implementation partnerships
  - Inter- and intra-neighborhood transit service connections
  - Apply lessons learned to other east side cities with transit nodes, irrespective of mode
- Secure funding and establish timeline to extend rail to downtown Redmond and maintain and increase bus transit service levels
- Transportation access and connectivity: Identify and address gaps in the transit system and barriers to circulation within and to the station areas
  - Connections to other Eastside jurisdictions and activity areas
- Employ full range of tools to preserve and grow the stock of affordable housing
- Identify and take steps to preserve desired existing activities and services including business retention strategies
- Strengthen community organizations to engage in corridor planning
- Support community leadership development
Key Questions for Business Interests and Property Owners

1. What are the potential benefits of redevelopment and new transit service to the existing businesses and property owners around these two planned stations? Are there major downsides or pitfalls to the planned changes?

2. What are your recommendations for helping existing businesses to prosper before, during and after construction of the new stations?

3. What are your recommendations related to attracting new businesses to the station areas? What types of businesses would be most appropriate? What types of new development?

4. What are your recommendations related to phasing of redevelopment in ways that can help to retain existing businesses? Similarly, how can new development and redevelopment best accommodate existing businesses while also attracting new businesses to serve the neighborhood’s needs?

5. What are the best ways to reach and involve business interests and property owners in ongoing planning and redevelopment activities in these areas?

6. Are there particular activities that you would like to see the cities (Redmond, and Bellevue), Sound Transit and other public agencies engage in to assist economic development in these station areas?

7. What business organizations/groups are you affiliated with? Do you have suggestions related to creating an organization focused on Bel-Red Corridor and Overlake business retention and attraction activities?
Key Questions for Development/Financial/Real Estate Interests

1. After hearing this morning’s presentations and touring the site, what are your impressions of the short-term and long-term development opportunities for each of the areas? What types and mix of uses would be feasible?

2. What are your recommendations to help catalyze and promote redevelopment activity in the two station areas? What type of public sector investments would be most helpful at this stage?

3. What would it take to achieve a mix of affordable housing (at least 25 percent permanently affordable) within both station areas?

4. What additional development incentives should be considered for projects in these areas?

5. What opportunities are there for public/private partnerships? (Show some best practice examples.)

6. What are your recommendations related to provide diverse housing choices and opportunities affordable to various income levels, including low income and very low income households?

7. What tools can we use to encourage family friendly development at the neighborhood, site building, and unit levels?

8. What suggestion do you have related to infrastructure and public realm improvements to support redevelopment and for sequencing of public amenities and improvements to attract, service, and support the surrounding residential and employment populations?

9. To support the important objectives of retaining existing businesses and attracting new businesses, what recommendations do you have for flexible TOD product types on at these station areas?

10. What are your suggestions for placemaking and building station area character and uses? What are some ways to differentiate the various station areas/transit-oriented neighborhoods (given that not every station should serve the same market functions)?

11. What changes, if any, do you think will be needed within local development regulations to achieve the elements discussed above?
Link Light Rail System

- 16 miles of light rail with 13 stations currently in service
- University Link under construction; opens 2016
- ST2 Plan funded extensions to Overlake, South King County, and Lynnwood
- 50+ mile system
- New Operations and Maintenance Satellite Facility
East Link Overview

Length: 14 miles

Ride times:
- Mercer Island to UW: 20 min.
- S. Bellevue to Airport: 50 min.
- Overlake Transit Center to Bellevue Transit Center: 10 min.

Rider projection: 50,000 daily by 2030

Budget: $2.8 billion (2010 $)

Start of Service: Targeted 2023
East Link Extension is a key element of the regional mass transit system approved by voters in 2008. This 14-mile light rail line will benefit local communities and support regional growth with fast, frequent and reliable light rail service, connecting Seattle to the Eastside's biggest population and employment centers.

The project builds on the Central Link light rail system running between Sea-Tac Airport and downtown Seattle and the University Link Extension that is scheduled to open in 2016. East Link is part of the new light rail extensions being built north, south and east from Seattle.

**Working to save taxpayer dollars**
- Sound Transit and the City of Bellevue are working together to identify design changes that reduce costs for taxpayers under the partnership to build a tunnel in downtown Bellevue.
- The national recession has caused a projected 30 percent reduction in funding available for delivering Sound Transit 2 investments, including East Link, through 2023. Across the region, controlling costs is vital to expanding the system.

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**East Link Alignment**

- Mercer Island to University of Washington: 20 minutes
- South Bellevue to Sea-Tac Airport: 50 minutes
- Overlake Transit Center to Bellevue Transit Center: 10 minutes

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**A project of partnerships**

East Link is now in final design and on its way to construction, testing and eventually passenger service. Getting this far has involved partnerships with local jurisdictions and neighborhoods that included the evaluation of 26 route alternatives, resulting in more than 2,300 comments and holding 33 public open houses, hearings and workshops.

**New environmental review to be published**

In the spring of 2013, Sound Transit anticipates publishing an environmental review document to the Final Environmental Impact Statement (FEIS). The document addresses potential refinements and provides new project-related environmental information to the East Link Extension, including:
- cost savings ideas in the City of Bellevue
- information regarding further design of pedestrian bridges over SR 520 at the Overlake Village Station and the Overlake Transit Center Station
- updated noise analysis along SR 520 in Redmond

After considering the environmental review document and input from the community, stakeholders and agencies, the Sound Transit Board is anticipated to decide in spring 2013 whether or not to revise the adopted project by including any of the potential refinements. The document will be available at [www.soundtransit.org/eastlink](http://www.soundtransit.org/eastlink).

**Concurrent projects and plans**

Sound Transit is dramatically expanding the region's light rail system. The expansion will take Link more than 30 miles to the east, north and south. Projects include:
- University Link Extension
- Northgate Link Extension
- Lynnwood Link Extension
- South 200th Link Extension
- Federal Way Transit Extension
- Light Rail Operations and Maintenance Satellite Facility

For more information, visit our recently updated projects and plans website at [www.soundtransit.org/Projects-and-Plans](http://www.soundtransit.org/Projects-and-Plans).
East Link Extension

OPPORTUNITIES FOR INVOLVEMENT

Visit: www.soundtransit.org/eastlink
Call or email: (206) 398-5470, eastlink@soundtransit.org
Sign Up: Get email updates by visiting www.soundtransit.org/subscribe and signing up.
Sound Transit outreach staff is accessible by phone, email, and is available to meet in person.

For information in alternative formats, call 1-800-201-4900/TTY Relay: 711 or email accessibility@soundtransit.org.

To speak with Sound Transit about the proposed Link light rail line's transit project in King County, call 1-800-860-4033 during regular business hours.
For information, visit Sound Transit online at soundtransit.org or call 1-800-860-4033 during regular business hours.

The Sound Transit Board of Directors has approved the project to extend Sound Transit's Link light rail system from the South Bellevue Station to East Link Transit Center. For more information, visit soundtransit.org.

GET INVOLVED!
Final design offers many opportunities for residents, neighborhood organizations, property owners and businesses near the alignment and stations to get involved. Community members are encouraged to comment on station design, public art, construction approaches, station naming and more when the design is roughly 90 percent, 60 percent and 90 percent complete.

There's plenty to do before construction begins. Sound Transit will host Final Design Kick-Off Open Houses in your community beginning this spring. Stay tuned for the dates!

What is final design?
East Link Extension has entered final design, the process that will advance design work from approximately 30 percent to 100 percent completion. Our goal is to deliver a light rail system that serves the region and is compatible with its surrounding communities.

Here is what you can expect during final design:

FIELD WORK

Sound Transit will evaluate public comment and ideas on such things as bicycle facilities, pedestrian and bus connections, public art, landscaping and access areas.

CONSTRUCTION APPROACH

Final design includes shaping plans for construction sequencing and construction mitigation. Public meetings will give community members the opportunity to learn more about construction and what to expect.

PUBLIC ART

Sound Transit's art program (3Arts) will work with local artists to ensure East Link reflects the values and character of the community. The public will have opportunities to participate in the 3Arts program.

STATION NAMING

Have an idea for a permanent station name? Sound Transit will be seeking your input early in Final Design. Names must reflect the nature of the station environment, neighborhoods, street names or landmarks.
The Bel-Red Vision

As one of five designated metropolitan centers under the central Puget Sound region’s growth strategy, Vision 2040, Bellevue is working to use its urban land efficiently, and to integrate land use and transportation planning consistent with the regional vision. In this light, the City developed the Bel-Red Plan through a broad-based community involvement process.

Land Use and Transit-Oriented Development

A guiding Bel-Red principle is transit-oriented development. The vast majority of new Bel-Red employment and housing will occur in higher density, mixed use and walkable transit station areas, connected by a high capacity transit line that spans Bel-Red and connects directly with Downtown Bellevue and Overlake/Microsoft.

Climate Action

By focusing development into compact, mixed use, and transit-oriented nodes, the Bel-Red Plan has significant potential to reduce the number and length of trips, energy dependence and greenhouse gas emissions. Since transportation emissions are responsible for fully half the region’s greenhouse gas impacts, this type of development pattern is a major contributor to climate action.

Ecological Design

Bel-Red will be a model of sustainable development. The area’s streams, headwaters of salmon-bearing Kelsey Creek, will be daylighted and restored. Natural drainage practices, where appropriate, will contribute to habitat and water quality by reducing the impact of stormwater runoff. Incentives will promote green building at the highest levels of LEED Gold and Platinum.

Amenities and Infrastructure

New amenities and infrastructure will support the area’s redevelopment, attracting the private investment in office and residential uses to create entirely new neighborhoods. This includes:

- A network of neighborhood and community parks, public plazas and other open spaces
- New arterials and local streets to break the area into more liveable block sizes, and provide for auto access, bicycle and pedestrian connectivity
- Daylighted and restored streams, with a system of public access
- An extensive system of sidewalks and trails that connect internally and link Bel-Red with the larger city and region

Affordable Housing

The Plan includes aggressive goals to promote affordable housing throughout Bel-Red’s new residential neighborhoods, with specific targets for low-income and moderate-income households. These targets will be achieved through a range of strategies, including an ambitious incentive zoning system, targeted application of the multifamily property tax exemption program, direct City investment, and public/private partnerships such as employer-assisted housing.
At a Glance

Median household income: $84,000
Average wage: $105,000
71% of area residents: college graduates
Walk score: 82 very walkable

Expected growth, 2010-2030:
5,000 new homes, 25,000 new jobs.

Zoning regulations include incentive program that allows buildings of up to 12 stories (10 for commercial buildings) and FAR up to 4.0 for residential space and 0.55 for commercial space.

Traffic Counts (average weekday)
- 148th/24th: 35,200
- 152nd/24th: 28,600

Served by B-Line RapidRide Transit

Overlake today is a hub of urban activity, with excellent access via SR-520 and public transit to Downtown Redmond, Downtown Bellevue, Seattle, and the region. It is the third largest employment center in the region with about 46,000 jobs. Residents and people who work in Overlake have their pick of a wide variety of restaurants and shops. Business owners choose Overlake in part because of its unparalleled proximity to the world leaders in software and digital media.

Overlake buzzes with activity throughout the day and evening as tens of thousands of technology workers, and thousands of area residents, patronize area businesses. Overlake stands out for its diversity of retail and restaurant offerings, especially specialty and ethnic groceries and cuisine.

Redmond is building on these assets by planning for significant urban growth in Overlake. When these plans are realized, thousands of new residents and employees will walk between home and work, or to patronize neighborhood shops and services.

Residents and employees will relax in one of three major parks, two of which also integrate regional stormwater facilities into their design.

Beginning in 2023, light rail will quickly and conveniently transport residents, employees and visitors between two Overlake stations and regional destinations. Complete streets and new non-motorized crossings of SR-520 will make transit more convenient to more people, and provide new connections between Overlake Village and the Employment Area to the north.
Interactive Media and Digital Arts
Redmond is the state-designated Innovation Partnership Zone (IPZ) for the Interactive Media and Digital Arts industry. The mission of the IPZ is to foster continued success of the industry in Redmond, and to enhance Washington's economic competitiveness overall. This mission is achieved by partnering with key industry leaders to provide a business environment supportive of entrepreneurship, education, and research to foster development of technical and business skills needed to support the industry long-term. Redmond expects to play an active role in supporting existing businesses, fostering an environment to encourage and facilitate start-up businesses, and attracting new businesses to the area.

Environment
Because the City values its natural environment, including forests and streams, trees and natural habitats, mitigation efforts are a component of the Overlake Village plan. Mitigation efforts will include at least 10 acres of new forest with a minimum of 3,300 trees and 31,900 shrubs/ferns. The new forest area will be permanently protected and will provide a significant, and growing, environmental benefit.

Jeff Churchill, AICP, Senior Planner
jchurchill@redmond.gov
425-556-2492

Terry Marpert, Business Liaison
tmarpert@redmond.gov
425-556-2498

Facts/FIGURES

Radius: 1 mile 3 mile 5 mile

Population

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<th>1 mile</th>
<th>3 mile</th>
<th>5 mile</th>
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<td>57%/43%</td>
<td>59%/48%</td>
<td>51%/49%</td>
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<tr>
<td>College Graduates</td>
<td>71%</td>
<td>58%</td>
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Age

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Households

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<td>20-34</td>
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<td>2.34</td>
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<td>42%</td>
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Transportation

6 all-day routes, including B-Line RapidRide, serving local and regional destinations

2 light rail stations open in 2023

Walk score: 82 very walkable

Traffic counts (average weekday):
148th/24th: 35,200
152nd/24th: 28,900

www.redmond.gov/overlake
May 22 and 23, 2013, 8:30 AM to Noon
Agenda

- Welcome
- Introductions
- Presentation
  - Growing Transit Communities Background
  - Overview of Station Areas
  - Best Practices
- Key Questions and Tour of Station Areas
- Discussion
- Meeting Summary
Our Region is Growing

Regional Growth Estimates
In millions

- 36% increase in population
- 50% increase in jobs by 2040
HUD Sustainable Communities Grant

- $5 million, 3-year effort
- Implement Region’s Plans Scope & Components
  - Implement regional plans
  - Long-range light rail transit corridors
  - Corridor Action Strategies
  - Regional Equity Network
  - Affordable Housing Strategy
  - Catalyst Demonstration Projects
Housing and Job Demand

- **Total Corridor Demand Estimates through 2040**
  - 150,000 housing units
  - 350,000 jobs
- **East Corridor TOD Demand Estimates**
  - ~17,000 housing units
  - ~80,000 jobs
East Corridor Implementation Support

Four Focus Areas:

• Commercial Retention and Attraction
• Housing Affordability
• Partnerships
• Transportation Accessibility and Connectivity
Station Area Profiles

OVERLAKE VILLAGE
STATION REDMOND

130th AVE NE STATION
BELLEVUE
Overlake Village Station Area
Redmond
Overlake Village

Growing Transit Communities, May 2013
Vision
Vision

- Regional growth center
- Transit-oriented district
- 5,000 new homes
- 25,000 new jobs (Overlake wide)
Key Plan Aspects

- Height: up to 9 to 12 stories
- FAR: up to 4.0 residential, 0.55+ commercial
- SEPA: Planned Action
- Incentive program
  - Stormwater
  - Park, plazas
  - Green building
  - Parking
  - Affordable housing
Today

Urban vision

Suburban infrastructure

- No parks
- No stormwater controls
- Super blocks
Today

- Urban vision, suburban infrastructure

- Large employment center, housing gap

46,000 jobs

3,000 homes
Today

- Urban vision, suburban infrastructure
- Large employment center, housing deficit
- Business diversity, access to services
Today

- Urban vision, suburban infrastructure
- Large employment center, housing deficit
- Business diversity, access to services
- Transit access and ridership
Today

- Urban vision, suburban infrastructure
- Large employment center, housing deficit
- Business diversity, access to services
- Access to transit
- Consolidated property ownership
Strategies

- Retrofit infrastructure
Strategies

- Retrofit infrastructure
- Partner: Sound Transit
Strategies

Retrofit infrastructure

Partner: Capstone site

Approximately:
1,400 MF homes
1.2 msf commercial
300 room hotel
2 acre park

Timeline:
Infrastructure: 2013-14
Phase 1 buildings: 2014-15
Strategies

- Retrofit infrastructure
- Partner: SR 520 Corridor Improvements
Strategies

- Retrofit infrastructure
- Partner
- Expand the tent

Lori Peckol, lpeckol@redmond.gov, 425-556-2411
130th Ave NE Station Area
Bellevue
The Bel-Red Corridor Vision

- Transform an aging light industrial and commercial area
- Model for growth management and sustainable development
- Integrate land use and transportation planning
- Leverage regional light rail investment
- Efficiently use urban land

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
Bel-Red Today
Bel-Red Light Rail Stations

- Transit-oriented, walkable neighborhoods
- Compact development
- New, higher density neighborhoods with a mix of office, residential and retail
- Walkable with complete urban grid and proximity to transit
- Transition of existing commercial and service uses
Bel-Red Transit-Oriented Communities

- Zoning supports higher density housing and jobs, mixed-use development focused at transit stations.
- Infrastructure investments improve access, enhance streams and create parks.

![Map of Bel-Red Transit-Oriented Communities with stations marked]

- 120th Ave NE Station
- 130th Ave NE Station
Housing Choice and Affordability

• New residential neighborhoods, allow for growth in the right place
• Workforce housing located near jobs and transit
• Range of housing types including townhomes, lofts, mid-rise and high rise
• Targets for housing affordability
• Tiered incentive system prioritizes housing, parks, streams and TDR program
Environmental Sustainability

- “Great Streams” restoration strategy creating wider riparian corridors, wildlife habitat and opportunities for open space, placemaking, trails, and stormwater management
- Incorporate low impact, natural drainage practices
- Use “green infrastructure”
- Reduce greenhouse gas (GHG) emissions
Access and Design Components of Livability

- Street grid
- Pedestrians
- Bicycles
- Stream crossings
- Parks and open space
Best Practices in TOD and Affordable Housing

Kurt Creager, Otak
Best Practices/Affordable Housing

- Grigio Metro – Tempe, AZ
- Portland Place – Phoenix, AZ
- Devine Legacy on Central – Phoenix, AZ
Grigio Metro is an urban, mixed-use community consisting of 408 apartment units, 13,000 s.f. of street level space and structured parking, including a 300-space park-and-ride garage dedicated for exclusive use by Metro rail. Metro primary target audiences include young professionals and students seeking the convenience of living immediately adjacent to a light rail line. Key objectives for Gray in developing Metro were to: 1) continue our long tradition of offering an alternative to low-density suburban sprawl; and 2) to be a leader in demonstrating how public-private partnerships can result in successful transit-oriented development projects.

Grigio Metro – Tempe, AZ

**Project Facts**

- Total Dwelling Units: 408
- Dwelling Units per Acre: 88 (du/ac)
- Distance to LRT Platform: 50'
- % Occupied: 81%

**Specifics**

- Site Area: 4.65 ac.
- Commercial S.F.: 13,000 S.F.
- % Leased - Commercial: 0%
- Parking Spaces - Structured + Surface: 570
- Spaces / D.U.: 1.4
- Structured Spaces - Dedicated Park & Ride: 302

**Residents**

- Studios: 106
- (1) Bdrm: 184
- (1) Bdrm + Loft: 78
- (2) Bdrm: 28
- (3) Bdrm: 12

**Funding**

- Total Project Cost*: $70.0 M
- Construction: $xx.x M
- Soft Costs: $x.x M

**Sources:**
- Conventional Debt: $70.0 M
- Equity: Land

* $172K / Door
** Rents range from $799 - $1970 / month and targeted towards young professionals and students.
# Grigio Metro Continued – Station Area

## Station Area Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 2010 Population*</td>
<td>2,894</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1,393</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>20.2%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>60.7%</td>
</tr>
<tr>
<td>Vacant</td>
<td>19.0%</td>
</tr>
<tr>
<td>Median Year Structures Built</td>
<td>1973</td>
</tr>
<tr>
<td>Population - Median Age</td>
<td>27.5</td>
</tr>
<tr>
<td>Household Average Size</td>
<td>2.56</td>
</tr>
<tr>
<td>Average Vehicles per HH</td>
<td>1.3</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$17,595</td>
</tr>
<tr>
<td>2010 Average HH Income</td>
<td>$47,922</td>
</tr>
</tbody>
</table>

## Pop. by Race / Ethnicity*

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>45.6%</td>
</tr>
<tr>
<td>Other Alone</td>
<td>36.1%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>62.5%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>69.7%</td>
</tr>
</tbody>
</table>

## Housing Units by Value*

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$61,429</td>
</tr>
<tr>
<td>2010</td>
<td>(+5.23%) $64,643</td>
</tr>
<tr>
<td>2015</td>
<td>(+4.28%) $67,410</td>
</tr>
</tbody>
</table>

## Existing S.F. - Built Out**

<table>
<thead>
<tr>
<th>Use</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial / Office / Indust.</td>
<td>17.1%</td>
</tr>
<tr>
<td>Retail / Service</td>
<td>11.6%</td>
</tr>
<tr>
<td>Housing</td>
<td>58.3%</td>
</tr>
<tr>
<td>Hotel</td>
<td>14.4%</td>
</tr>
<tr>
<td>Structured Parking</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

## Total Commercial S.F.

- **Available**: 46,338
- **Average S/F/YR**: $11.91

---

**Site to Do Business (STDB.com)**

**CoStar**

**CNT’s Housing + Trans. Affordability Index**
Portland Place – Phoenix, AZ

Project Facts

Total Dwelling Units (Planned)  272
Total Dwelling Units (Built)    54 (Phase I)
Dwelling Units per Acre -
(at final build out)            90 (du/ac)
Distance to LRT Platform        754' *
% Sold                        96%

Specifics
Total Site Area (All Phases)  3.0 ac.
Site Area - Phase I           0.83 ac.
D.U. / ac. - Phase I          65 (du/ac)
Parking Spaces - Structured   108
Spaces / D.U.                2.0

Residents
Phase I - Multi-Family For Sale Condos
and (2) Story Brownstones, ranging in size from 1000-3000 s.f.
108 Room Hotel, 4000 - 5000 S.F. Gallery
Phase II - (Pending) 84-86 Units
(10) Story bldg. - Entitled
Phase III - (Pending) 120-132 Units
(12) Story bldg. - Proposed

Funding
Total Project Cost*           $32.0 M
Construction                 $xx.x M
Soft Costs                   $x.x M
Sources:
Private Equity              $32.0 M

* $593K / Door
** Phase I was constructed at $265 / s.f. and were brought to market at $400 / s.f. (average)

This project is the result of a City of Phoenix Request for Proposals, envisioned at a time when planning for the light rail was still in its infancy. The selected development team proposed a multi-phased approach to developing the site that allowed the sale of the parcels to the developer to correspond to the growth in market demand around the light rail station. In this partnership arrangement, the City shares both the cost of carrying the land and the risk during development, while providing administrative assistance on the 14 required variances, in exchange for staged redevelopment at difficult to develop, key infill sites within the downtown core. Today, phase I of the III phase development has been completed.
Portland Place Continued – Station Area

### Station Area Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 2010 Population*</td>
<td>1693</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1501</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>8.5%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>65.4%</td>
</tr>
<tr>
<td>Vacant</td>
<td>26.0%</td>
</tr>
<tr>
<td>Median Year Structures Built</td>
<td>1940</td>
</tr>
<tr>
<td>Population - Median Age</td>
<td>38.3</td>
</tr>
<tr>
<td>Household Average Size</td>
<td>1.35</td>
</tr>
<tr>
<td>Average Vehicles per HH</td>
<td>.6</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$27,589</td>
</tr>
<tr>
<td>2010 Average HH Income</td>
<td>$30,370</td>
</tr>
<tr>
<td>Pop. by Race / Ethnicity</td>
<td></td>
</tr>
<tr>
<td>White Alone</td>
<td>57.2%</td>
</tr>
<tr>
<td>Other Alone</td>
<td>11.8%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>30.1%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>78.9%</td>
</tr>
<tr>
<td>Housing Units by Value*</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>$120,313</td>
</tr>
<tr>
<td>2010 (+79.22%)</td>
<td>$215,625</td>
</tr>
<tr>
<td>2015 (+6.87%)</td>
<td>$230,435</td>
</tr>
<tr>
<td>Exist S.F. - Built Out**</td>
<td>662,285</td>
</tr>
<tr>
<td>Commercial / Office / Indust.</td>
<td>31.4%</td>
</tr>
<tr>
<td>Retail / Service</td>
<td>6%</td>
</tr>
<tr>
<td>Housing</td>
<td>35.7%</td>
</tr>
<tr>
<td>Hotel</td>
<td>11.5%</td>
</tr>
<tr>
<td>Structured Parking</td>
<td>15.4%</td>
</tr>
<tr>
<td>Total Commercial S.F.</td>
<td>17,008</td>
</tr>
<tr>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Average $/S.F./YR</td>
<td>$19.25</td>
</tr>
</tbody>
</table>

* Site to Die Business (STDB.com)
** CoStar
*** CNT’s Housing + Trans. Affordability Index
Native American Connections (“NAC”) is redeveloping an underutilized site along the Metro Light Rail line in Central Phoenix into a 65-Unit mixed-income LEED Platinum housing development that conforms to the City of Phoenix’s Transit-Oriented Development goals while incorporating sustainable building techniques and practices. When complete, the urban design of Devine Legacy on Central will offer a mix of studio, one, two and three-bedroom units (lofts, family flats and townhomes) designed specifically for Arizona’s working families, and will include ramadas and BBQ areas in the central courtyard, protected with an awning structure to ensure year-round use.
## Station Area Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 2010 Population*</td>
<td>2210</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1464</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>11.9%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>62.9%</td>
</tr>
<tr>
<td>Vacant</td>
<td>25.2%</td>
</tr>
<tr>
<td>Median Year Structures Built</td>
<td>1964</td>
</tr>
<tr>
<td>Population - Median Age</td>
<td>36.2</td>
</tr>
<tr>
<td>Household Average Size</td>
<td>2.0</td>
</tr>
<tr>
<td>Average Vehicles per HH</td>
<td>1.1</td>
</tr>
<tr>
<td>2010 Per Capita Income</td>
<td>$26,193</td>
</tr>
<tr>
<td>2010 Average HH Income</td>
<td>$40,701</td>
</tr>
<tr>
<td>Pop. by Race / Ethnicity*</td>
<td></td>
</tr>
<tr>
<td>White Alone</td>
<td>69.2%</td>
</tr>
<tr>
<td>Other Alone</td>
<td>11.2%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>37.4%</td>
</tr>
<tr>
<td>Diversity Index</td>
<td>74.2%</td>
</tr>
<tr>
<td>Housing Units by Value*</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>$98,182</td>
</tr>
<tr>
<td>2010 (+6.20%)</td>
<td>$103,289</td>
</tr>
<tr>
<td>2015 (-1.80%)</td>
<td>$101,429</td>
</tr>
<tr>
<td>Exist S.F. - Built Out**</td>
<td>779,364</td>
</tr>
<tr>
<td>Commercial / Office / Indust.</td>
<td>20.0%</td>
</tr>
<tr>
<td>Retail / Service</td>
<td>11.6%</td>
</tr>
<tr>
<td>Housing</td>
<td>66.1%</td>
</tr>
<tr>
<td>Hotel</td>
<td>0%</td>
</tr>
<tr>
<td>Structured Parking</td>
<td>12.3%</td>
</tr>
<tr>
<td>Total Commercial S.F.</td>
<td>0</td>
</tr>
<tr>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Average $/S.F./YR</td>
<td>NA</td>
</tr>
</tbody>
</table>

* Site to Do Business (STDB.com)
** CoStar
*** CNT's Housing + Trans. Affordability Index
Economic Development

Paul Peninger, BAE Urban Economics
Economic Development

• Nationally, we know that advanced planning is key ensuring that existing businesses benefit from new TOD infrastructure and transit service

• Efforts to minimize business displacement and attract TOD supportive businesses /employers are key to maximizing the economic benefits of transit
Economic Development Best Practices

- Minneapolis, MN
- Denver, CO
Central Corridor Light Rail

- Currently under construction
- Most ambitious business retention and economic development effort around light-rail nationally
- Led by Funders Collaborative with broad range of private, non-profit and public partners
- “Ready for Rail” campaign offers a potential model for the East Corridor
Denver Urban Land Conservancy

- Ongoing efforts to encourage equitable development at transit stations supported by the non-profit Mile High Loan Fund
- Well defined set of tools offered by City of Denver Office of Economic Development (information, referrals, financial assistance) targeted to small businesses
See list of key questions, and as we tour the station areas, consider:

1. What types and mixes of uses would be feasible?
2. What types of public sector investments would be most helpful at this stage?
3. What are some strategies to ensure a balance of affordable housing and a healthy mix of commercial space?
4. What are some potential public/private partnership opportunities?
Tour of Station Areas
Key Questions for Discussion

See list of key questions, and as we tour the station areas, consider:

1. What types and mixes of uses would be feasible?
2. What types of public sector investments would be most helpful at this stage?
3. What are some strategies to ensure a balance of affordable housing and a healthy mix of commercial space?
Thank you for joining us today.

You can keep track of our work by visiting the Growing Transit Communities website as 2013 progresses.

http://www.psrc.org/growth/growing-transit-communities/
Agenda

• Welcome
• Introductions
• Presentation
  • Station Area Overviews
  • Business Retention and Attraction Best Practices
• Discussion and Q&A
• Meeting Summary and Next Steps
Meeting Objectives

1. Provide information to the business community and property owners on redevelopment plans along the light rail corridor

2. Gather information and guidance from local businesses and property owners concerning business retention and attraction

3. Initiate discussions regarding long-term economic needs around the 130th Ave NE and Overlake Village Stations

4. Solicit input on policies, programs and initiatives to support business interests along the corridor
Our Region is Growing

Regional Growth Estimates
In millions

- 36% increase in population
- 50% increase in jobs by 2040
HUD Sustainable Communities Grant

- $5 million, 3-year effort
- Implement Region’s Plans

Scope & Components

- Implement regional plans
- Long-range light rail transit corridors
- Corridor Action Strategies
- Regional Equity Network
- Affordable Housing Strategy
- Catalyst Demonstration Projects
East Corridor
Housing and Job Demand

Total Corridor Demand Estimates through 2040

- 150,000 housing units
- 350,000 jobs

East Corridor TOD Demand Estimates

- ~17,000 housing units
- ~80,000 jobs

Source: Strategic Economics 2012, Gardner Economics; PSRC, U.S. Census, ESRI
Four Focus Areas:

- Commercial Retention and Attraction
- Housing Affordability
- Partnerships
- Transportation Accessibility and Connectivity
Station Area Profiles

130th AVE NE STATION
BELLEVUE

OVERLAKE VILLAGE
STATION REDMOND
Overlake Village Station Area
Redmond
Overlake Village

Growing Transit Communities, May 2013
Updates

Infrastructure retrofit
Updates

Extension of light rail and ped/bike bridges
Updates

Capstone site

Approximately:
1,400 MF homes
1.2 msf commercial
300 room hotel
2 acre park

Timeline:
Infrastructure: 2013-14
Phase 1 buildings: 2014-15
Updates

SR 520 Corridor Improvements
130th Ave NE Station Area
Bellevue
The Bel-Red Corridor Vision

- Transform an aging light industrial and commercial area
- Model for growth management and sustainable development
- Integrate land use and transportation planning
- Leverage regional light rail investment
- Efficiently use urban land

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
Bel-Red Today
Bel-Red Transit-Oriented Communities

- 2009 adoption of plan and zoning supports higher density housing and jobs, mixed-use development focused at transit stations
  - 150/125 ft heights; up to 4.0 FAR near stations
  - Range of allowed used; continuation of commercial uses outside of station areas, along NE 20th
Livable Neighborhoods

- New residential neighborhoods
- Range of housing types and prices
- New parks and open space
- “Great Streams” restoration strategy
- Street grid
- Walkability
Infrastructure Implementation

- Arterial street connectivity
- New NE 15th/16th Street multi-modal corridor
- New community and neighborhood parks
- Revitalized stream corridors and trail system

Phase 1 (2009-2019)
- SR 520/124th

Phase 2 (2019-2023)

Phase 3 (2023-2030)

- Arterial street connectivity
- New NE 15th/16th Street multi-modal corridor
- New community and neighborhood parks
- Revitalized stream corridors and trail system
New Development

- Children’s Hospital built in 2009
- Spring District Master Plan approved in 2012
- Pine Forest Master Plan at 120<sup>th</sup> Avenue
- Goodman RE residential project at 156<sup>th</sup> Avenue
- Adaptive reuse
- Bellevue Brewing at 130<sup>th</sup> station area
Economic Development

- Nationally, we know that advanced planning is key ensuring that existing businesses benefit from new TOD infrastructure and transit service.

- Efforts to minimize business displacement and attract TOD supportive businesses /employers are key to maximizing the economic benefits of transit.
Economic Development Best Practices

- Portland, OR
- Minneapolis, MN
- Oakland, CA
- Denver, CO
Interstate MAX Yellow Line

- Business retention efforts led by TriMet, PDC and Cascadia Loan Fund
- 102 out of 105 corridor businesses retained
- 50 new businesses opened or expanded on the corridor
- Long-term impact on gentrification and displacement uncertain and no direct PDC programs currently targeted to corridor
Central Corridor Light Rail

- Currently under construction
- Most ambitious business retention and economic development effort around light-rail nationally
- Led by Funders Collaborative with broad range of private, non-profit and public partners
- “Ready for Rail” campaign offers a potential model for the East Corridor
Fruitvale Main Street Program

- Main Street Program and Business Improvement District managed by local CDC – Spanish Speaking Unity Council
- Provides marketing and technical assistance to businesses adjacent to the BART station and Transit Village
- Successful model of small, independent businesses thriving around a transit station
Denver Urban Land Conservancy

- Ongoing efforts to encourage equitable development at transit stations supported by the non-profit Mile High Loan Fund
- Well defined set of tools offered by City of Denver Office of Economic Development (information, referrals, financial assistance) targeted to small businesses
Lessons Learned

There are three distinct phases critical to business retention along impacted corridors:

1) pre-construction planning
2) construction mitigation and business support
3) ongoing operations/long-term economic development
Lessons Learned

Major Partners include:

1) Transit Agency
2) Local Jurisdictions
3) Nonprofit organizations
4) Foundations and CDFIs
5) The business community and property owners
Key Strategies/Tools

1) Early planning and community engagement (Central Corridor)

2) Phasing of the construction process to minimize impacts (I-Max and Central Corridor)

3) “Open for Business” campaigns, and financial and technical support to minimizing business disruptions during and after construction (I-Max and Central Corridor)

4) Philanthropic support to enhance and leverage scarce public resources (Central Corridor)

5) Business improvement districts, main street programs and other commercial corridor revitalization programs can provide a structure for assisting small business districts over the long-run (Fruitvale District)
Discussion Questions

1. What are some of the potential benefits of redevelopment and new transit service to the existing businesses and property owners nearby? What are some of the major downsides or pitfalls to the planned changes?

2. What are some recommendations to help existing businesses to prosper before, during and after construction?

3. What how would you attract new businesses to the station areas? What types of businesses would work well? What types of new development?

4. What some ways to reach and involve businesses and property owners in ongoing planning and redevelopment activities in these areas?

5. Are there particular activities that you would like to see public agencies engage in to assist with economic development in these areas?

6. What business organizations/groups are you affiliated with?