



Pictured: Meng Huang Dragon by artist Meng Huang will be on display above the first floor entrance at Bellevue City Hall from Lunar New Year, February 15th, through September.

“The arts are an important expression of how people think of and experience the city and each other. Bellevue seeks to foster a strong arts and cultural community chiefly supported through a wide range of artists, art and cultural institutions, and arts groups offering a variety experiences to an engaged audience.”

-City of Bellevue, Comprehensive Plan, Urban Design & the Arts Element

Department of Planning and
Community Development

Agenda

Agenda

Tuesday, February 06, 2018
Meeting: 4:30 p.m.
Bellevue City Hall, 1E-109

Bellevue Arts Commission
Commission Staff Contact: 425.452.4105

-
1. **CALL TO ORDER** 4:30
Vice Chair Malkin will call the meeting to order.
 2. **APPROVAL OF AGENDA AND MINUTES** 4:30 – 4:35
 - A. Vice Chair Malkin will ask for approval of the agenda.
 - B. Vice Chair Malkin will ask for approval of the December 2017 regular meeting minutes.
 3. **ORAL COMMUNICATIONS** 4:35 – 4:40
Vice Chair Malkin will entertain oral communications limited to three minutes per person or five minutes if representing the official position of a recognized community organization for other than main agenda items and public hearing subject. A maximum of three people are permitted to speak to each side of any one topic.
 4. **ACTION ITEMS AND DISCUSSION ITEMS**
 - A. BelRed Streetscape Plan Artist 4:40 – 5:00
 - B. Creative Edge Project Update 5:00 – 5:40
 - C. Meng Huang Installation Project Update 5:40 – 5:45
 5. **COMMISSION QUICK BUSINESS** 5:45 – 5:50
 6. **REPORTS** 5:50 – 5:55
 - A. Commissioners' Committee and Lead Reports
 - B. Project Updates from Staff
 7. **CORRESPONDENCE, INFORMATION** 5:55 – 6:00
 - A. Written correspondence (if any)
 - B. Information
 2. Committees
 8. **ADJOURNMENT** 6:00
Vice Chair Malkin will adjourn the meeting.

Bellevue Arts Commission meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-5379 (TDD). If you are deaf or hard of hearing, dial 711 (TR). Assisted listening devices are available upon request. Please contact the Arts Program at least two days in advance jheim@bellevuewa.gov ▪ 425-452-4105 (Voice) ▪ Please dial 711 for assistance for the hearing impaired.

ARTS COMMISSION MEMBERS

Paul Manfredi, Chair
Philip Malkin, Vice Chair
Ashmita Gulati
Trudi Jackson
Maria Lau Hui
Rebecca Lewis
Carl Wolfteich

COUNCIL LIAISON

Mayor John Stokes

STAFF CONTACTS

Joshua Heim, Arts Program Manager, 425-452-4105
Scott MacDonald, Arts Program Coordinator, 425-452-4852

Department of Planning and
Community Development

Minutes

BELLEVUE ARTS COMMISSION
REGULAR MEETING
MINUTES

January 9, 2018
4:30 p.m.

Bellevue City Hall
Room 1E -112

COMMISSIONERS PRESENT: Commissioners Gulati, Jackson, Lau Hui, Malkin, Wolfteich

COMMISSIONERS ABSENT: Commissioners Lewis, Mandredi

STAFF PRESENT: Joshua Heim, Scott MacDonald, Department of Planning and Community Development

OTHERS PRESENT: Ben Beres, Zac Culler, John Sutton, SuttonBeresCuller

RECORDING SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 4:39 p.m. by Commissioner Malkin who presided. All Commissioners were present with the exception of Commissioner Wolfteich, who arrived at 4:43 p.m., and Chair Manfredi and Commissioner Lewis, both of whom were excused.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Commissioner Gulati. The motion was seconded by Commissioner Lau Hui and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the December 5, 2017, minutes as submitted was made by Commissioner Lau Hui. The motion was seconded was by Commissioner Gulati and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION ITEMS AND DISCUSSION ITEMS

A. Bellwether Program Update

Arts Program Manager Joshua Heim noted that planning for Bellwether 2018 was continuing. He noted that unlike past years in which a panel administered calls for sculptures and then made a section for the show, a curator in the form of SuttonBeresCuller has been brought on board. The artistic team has also been consulting on the Grand Connection plan.

Mr. Ben Beres with SuttonBeresCuller said the team envisions breaking down Bellwether into different sections, with murals, performances, installations, tech-based work, music, poetry and words, and music. The next steps will be to identify and solidify the various

spaces, including Compass Plaza and the Bellevue Arts Museum. Some work will be up for only ten days, while other works will be up for months.

Mr. John Sutton with SuttonBeresCuller added that much of the planning work was picked up from the strategic planning for the Grand Connection. A number of partnerships are being developed. Additionally, a number of artists have expressed their interest in participating.

Mr. Beres stressed the importance of incorporating a number of different genres and to make sure to incorporate locations along the Grand Connection. He shared with the Commissioners location opportunities for murals. He said there are a number of awesome mural artists in the region. Mr. Sutton said in addition to identifying locations, the logistics process will involve talking to the property owners. He added that murals can either be permanent or printed on large banners to be hung on building walls.

Commissioner Lau Hui asked about the longevity of murals painted on building walls. Mr. Sutton said the focus will be largely on making sure the murals will be made to last, particularly as they apply to the Grand Connection. The assumption is that those painted directly on the walls will be up for at least a year. Contacting property owners will be the next step. Not all of the mural artists will be local, but the majority of those contacted to date are in the region.

With regard to performance spaces, contacts have been made. Consideration is being given to adding a stage at Compass Plaza to accommodate the spoken word and music performances. Other locations include in front of the Bellevue Arts Museum and Bellevue Square.

Commissioner Jackson stressed the fact that diversity is extremely important to the Commission and the city. She pointed out that the artists on the list provided by SuttonBeresCuller were primarily white. She noted that the same was true of the listed musicians and added that more than half were male.

Answering a question asked by Commissioner Gulati, Mr. Sutton said the team has been talking to the Bellevue Arts Museum about hosting a traditional exhibit that would be up for a period of time during and beyond Bellwether. It would be for artists not doing work out in the public space. Arts Program Coordinator Scott MacDonald added that permanent works cannot be hung on private properties for legal reasons, including the prohibition against the gift of public funds. The siting of permanent works require easements.

Mr. Sutton said ideally installations will be up for more than just the ten days of Bellwether. Much will depend on the complexity and budget for the project. Some may require security. Whether or not the selected works will be new or commissioned will come down to budget considerations.

Mr. Beres said the tech element of Bellwether involves opportunities for projection, interaction and installation art. Time would be needed ahead of time for setup and ideally the displays would remain in place for a month or two. They will also need to be self sufficient. Gary Hill, a big name in video art, is completely on board.

With regard to words and poetry, Mr. Beres said the team has been working with Seattle poet and author Chelsea Jean Werner-Jatzke. He said beyond the spoken word there will focus on projecting words and collaborating with sign painters to print words on windows.

Mr. Sutton said Creative Capital, an internationally known organization based in New York, is being looked at to help with promotion. The organization funds a lot of artists who do challenging and interesting work in the areas of visual, performing and literature arts. They operate on a venture capital model which might also work well in Bellevue, and the idea is that they would potentially partner with artists who will be working on projects for Bellwether and the Grand Connection. The organization conducts workshops annually all along the West Coast, including in Seattle and Portland, and having them involved in Bellevue could include a workshop for artists local and regional artists. The organization invests in artists, not projects.

Mr. Beres said the music element has yet to be fully fleshed out. Spaces are being looked at, including Compass Plaza, the Bellevue Arts Museum exterior, the courtyard and Downtown Park. Once temporary stages are erected it will be easy to schedule them. The stages will not necessarily be built structures but could include a lighted space with a public address system. Mr. Sutton said the music, poetry and spoke work performances will be programmed over the ten days of Bellwether, both on work days and weekends, with the bulk of them happening on Friday evenings and weekends.

Mr. Beres said chef Matt Dillon jumped at the chance to do something creative with food that involves kids. He is working with the Michael Bennett Foundation to show kids out food is grown and prepared. Exactly how he will be involved is not yet worked out. Food trucks will be part of mix of performances.

It is hoped that funding will be found for the Red Ball project, something that would provide a nice backbone for the exhibition. Funding would have to come from corporate sponsorship. Mr. Sutton noted that the project is a great one but far beyond the budget limits.

Commissioner Lau Hui voiced support for including a youth connection and said she would like to see kids involved in creating a project for the exhibit. That would help get kids and families excited about coming to the event. Mr. Sutton agreed and said once artists and spaces are selected the outreach effort will include places like KidsQuest. In addition to performances, the team has talked about including talks by artists and the Bellevue Arts Museum has offered up their auditorium space for that type of programming.

Commissioner Malkin suggested that the poetry and music elements lend themselves well to youth participation. Mr. Sutton agreed.

Commissioner Wolfteich asked what process has been used to bring musical artists onboard. Mr. Beres said most of the artists are people known by the team. The artists will also be asked for suggestions.

Commissioner Gulati commented that during the three-day arts festival at the Redmond Town Center there is live music on the stage. She said they may have a list of local musicians who play different kinds of music.

Commissioner Malkin asked if there will a particular thread or theme connecting all of the various mediums. Mr. Sutton said the theme that has been pursued by the team is connections. That theme has been discussed in all of the conversations to date.

Mr. Heim noted that the initial timeline has shifted to an opening the third week of September. While the exhibition has traditionally been a summer show, the fact is many families are out of town in the summer months and are back in town by September.

Commissioner Malkin pointed out that weather can be a factor in September. Mr. Sutton agreed and said there will need to be contingency plans for the outdoor stages.

B. Downtown Park NE Entrance Artist Selection

Mr. Heim said the project is focused on the entrance to Downtown Park at the corner of NE 4th Street and Bellevue Way. The artist recommended by the selection panel, which was chaired by Chair Manfredi, is Marc Fornes. Mr. Fornes is a French-born architect who lives in Brooklyn, New York. His work is sculptural and primarily involves pavilions. The panel was intrigued with the artist's approach to experiences. During his interview, Mr. Fornes was clear about not wanting to create objects but rather experiences, which fits well with the goal for the project to integrate art to the degree possible into the entrance. Many of his works are statements in and of themselves, but they also incorporate a level of interactivity and a lavish use of color.

Commissioner Malkin asked if the panel raised concerns about the works of Mr. Fornes fitting within the identified budget of \$275,000. Mr. Heim said the question did come up given that most of Mr. Fornes' works have had much larger budgets. However, most of those projects included addressing more than just the artwork, such as steps and landscaping, which in the case of the Downtown Park project would be covered by the overall project budget.

Commissioner Gulati asked if the style of work offered by Mr. Fornes will fit with the new look of Downtown Park. Commissioner Malkin said he assumed the artist will certainly want to take into consideration the design of the park.

Commissioner Jackson said the park has several large trees and given Mr. Fornes' works that involve tree root/mangrove root designs it is likely he would take that into account and avoid anything garish and out of place. Commissioner Malkin added that the Commission will see the proposal before any final decisions are made.

Answering a question asked by Commissioner Gulati, Mr. MacDonald said there are six permanent artworks currently in Downtown Park. They are not, however along the street, rather they are adjacent to the walking path.

Commissioner Lau Hui asked about the timeline and Mr. Heim said the City Council has expressed a desire to see the parks department have the project completed by the end of 2018. That, however, will not be possible. Instead, the parks department hopes to be under construction by the end of the year. The design team is currently working on up to five alternative layouts and configurations for what the space might look like. The artist once on board will interact with the design team to identify the opportunities for integrating art.

Commissioner Jackson asked how long the project will take if construction begins in 2018. Mr. Heim said he did not know. Much will depend on the construction season and how complicated the work is. He suggested that completing the project in 2019 is aspirational.

A motion to accept Marc Fornes as the selected artist to receive the commission for artwork in the Downtown Park NE Entrance public art project was made by Commissioner Lau Hui. The motion was seconded by Commissioner Jackson and the motion carried unanimously.

C. 130th Streetscape Artist Selection

Mr. MacDonald noted that the project runs on 130th Avenue NE from Spring Boulevard to NE 20th Street. The project will involve the interim streetscape with sections that will be permanent. The project is in the heart of what is being called the arts district. He said the selection panel was chaired by Commissioner Wolfeich. There were 86 total applicants and the panel ended up reviewing 68 different artists and artist teams from which three were selected to interview. The panel ultimately recommended Po Shu Wang whose works include a translation of natural phenomena, music and the human experience over time and space. The panelists felt strong that they wanted to select an artist they could be conceptually proud of given that the location is one in which artists will live and work and a place for the community to live and visit.

Commissioner Wolfeich said it would be a big win for the city to have artwork by Po Shu Wang. He noted that many of the artist's works involve the use of sensors that change the display in various ways interactively. The panel was moved by the connection the artist has with natural phenomena.

A motion to accept Po Su Wang as the selected artist to receive the commission for artwork in the 130th streetscape public art project was made by Commissioner Wolfeich. The motion was seconded by Commissioner Gulati and the motion carried unanimously.

Mr. MacDonald said the budget for the project is \$200,000.

D. Onsite Review Program

Mr. Heim commented that the practice of attending the programs of grantees and drafting reports was brought back online in 2017 and labeled the Onsite Review Program. Attempts were made to conduct an onsite review for all of the organizations that received grants through the Eastside Arts Partnerships program, though the goal was not fully reached. The intent is to help inform the grant process.

Mr. Heim provided the Commissioners a matrix containing the Eastside Arts Partnerships organizations and the special projects funded for 2018 along with printed instructions for how to conduct an onsite review. In addition to staff and Commissioners, residents who have applied for the open seat on the Commission will be invited to participate in the review process.

5. COMMISSION QUICK BUSINESS

6. REPORTS

A. Commissioners' Committee and Lead Reports – As Noted

B. Project Updates from Staff – As Noted

Mr. Heim informed the Commissioners that the City Council adopted the Grand Connection vision framework and the Grand Connection Arts and Cultural plan at its meeting on December 11, 2017. That puts the Commission on a path to pursuing opportunities as they arise. The next step will be for the planning department to do the fine grain work on the design guidelines side.

7. CORRESPONDENCE, INFORMATION

A. Written Correspondence – As Noted

B. Information – As Noted

i. Committees – As Noted

8. ADJOURNMENT

Commissioner Malkin adjourned the meeting at 6:00 p.m.

Department of Planning and
Community Development

Action & Discussion

BelRed Streetscape Plan Artist

The Planning and Community Development department will be updating the BelRed Streetscape Plan. This document includes information on streetscape character, guidelines and development standards. It is a resource for planning and land use purposes, and adopted into the Transportation Design Manual to guide all public and private transportation projects within the BelRed Subarea. As part of this update, staff is proposing to hire a public artist to be a full member of the consultant team updating the entire plan, to rewrite the public art chapter in the plan and to come up with three concepts for early public art projects in the district. The Arts Program will be partnering with the Urban Boulevards program on the artist's fee. The call for artists is proposed as a call open to all artists residing in the United States and British Columbia, Canada. Applications will be due March 7, 2018 at 5:00 PM.

Action: A motion to approve the BelRed Streetscape Plan Public Artist Call as presented.

BACKGROUND

The BelRed Streetscape Plan Update

Originally developed in 2008, the goal of this document is to distill the character of BelRed and guide its expression in the streetscape. The plan addresses four major topics: the establishment of BelRed's character and the design language that conveys that character, a discussion of the role public art will play in creating identifiable, vital places within BelRed, the development of prototypes for the different street typologies, and specific street furnishing recommendations that are consistent with the district. Through the standards (requirements) and guidelines identified in the Plan, this document provides city Transportation engineers and private development a template for how streets and pedestrian spaces should be designed unique to BelRed.

Ten years after the formation of the plan, many major arterial projects are in construction, design, or have been completed, Sound Transit's East Link light rail line has been sited and is under construction, and new tenants and businesses have started to move into the area. This major update to the original plan will retool the vision to better encapsulate and guide this evolving district.

Project Description for Artist

The City of Bellevue seeks an artist or artist team to join the consultant team to lead the art and cultural planning of public art and other integrated creative features that could include, but are not limited to, standalone artworks, gateways, sidewalk furniture, hardscape, utility infrastructure, and cultural programs for the update of the BelRed Streetscape Plan, currently called the BelRed Corridor Plan: Streetscape Character, Guidelines and Standards. Building off of existing themes from the original plan, the artist or artist team will develop a new Public Art Element and advise the consultant team on the integration of art and cultural elements throughout the plan. Ideal artists or artist teams are able to demonstrate exceptional site-investigation skills with regard to local history and culture, experience developing art or cultural plans, and are accomplished public artists with experience working in a variety of media. Additionally, the artist or artist team, as a subset of their work under this contract, will develop proposals

(concepts and budgets) for early art and cultural projects that activate the district to be implemented from 2019-2021.

BUDGET

Phase 1: The selected artist or artist team will receive \$20,000 for all art and cultural planning and for the development of at least three public art concepts for early implementation. Phase 2: If the City elects to pursue early concepts identified in Phase 1, the artist or artist team will have access to a separate budget to refine and implement art and cultural proposals to include design development, fabrication/production, installation, and related artist fees. The budget for this optional phase will be between \$25,000 and \$210,000 depending on the project. This second phase will be fully funded by Urban Boulevards and no funds will come from the Public Art Program.

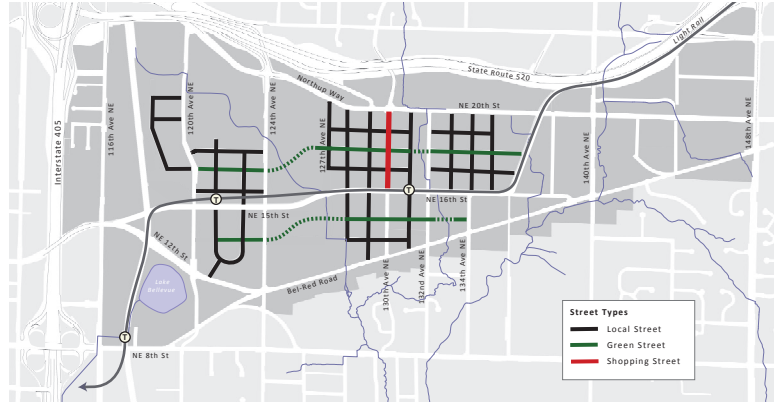
SELECTION PROCESS

City staff, the consultant team and a member of the Arts Commission will review applications and select up to five (5) finalists to interview. A panel composed of arts professionals, a representative of the Arts Commission, community members and/or stakeholders will interview finalists and make the final selection.

At the interview, finalists will present and discuss past approaches and working methods with the panel and answer questions related to their work and experience with developing art or cultural plans. Based on the interviews and the selection criteria for the project, the selection panel will choose one artist or artist team.

DEVELOP THE VISION FOR PUBLIC ART ALONG THE BELRED ARTS DISTRICT'S STREET NETWORK TO BE INTEGRATED INTO THE BELRED STREETScape PLAN.

LOCATION: In Bellevue, Washington, BelRed is a 900-acre area just northeast of Downtown Bellevue. Historically BelRed was a mix of farms, many of which were owned by Japanese farmers prior to World War II, and wetland areas. Today it is a light industrial area that is transitioning to dense mixed-use development, in anticipation of Sound Transit's East Link light rail system. In 2008, it was designated as an arts district. The new vision for BelRed works to bring back wetland areas while concentrating dense development (with buildings up to 150' tall) around stations serving this major future transit system – much different than what is seen on the ground today.



BUDGET: Phase 1: \$20,000 to develop the Public Art Element for the BelRed Streetscape Plan. The City may exercise an optional second phase (Phase 2) with the selected artist or artist team to develop specific public art opportunities detailed in the plan. **Phase 2 budget could range from \$25,000 to \$210,000.** Budgets are inclusive of artist's fees for design, engineering if needed, fabrication and installation if exercised, and shipping, and travel.

DEADLINE: March 7, 2018 Applications must be received by 5:00 p.m. (PST).

ARTIST SELECTION SCHEDULE (Schedules are subject to change)

- Deadline for Entry – Wednesday, March 7, 2018
- Short List Selection – Week of March 12, 2018
- Finalist Interviews/Selection – Week of March 19, 2018
- Finalist Notification – March 30, 2018

ELIGIBILITY: This call is open to artists or artist teams residing in the U.S. and British Columbia. Applicants must have experience developing art or cultural plans.

CONTACT INFORMATION: For more information about this Request for Qualifications, please contact City of Bellevue staff member Scott MacDonald, at 425.452.4852 or smacdonald@bellevuewa.gov



PROJECT DESCRIPTION

The City of Bellevue seeks an artist or artist team to join the consultant team to lead the art and cultural planning of public art and other integrated creative features that could include, but are not limited to, standalone artworks, gateways, sidewalk furniture, hardscape, utility infrastructure, and cultural programs for the update of the BelRed Streetscape Plan, currently called the BelRed Corridor Plan: Streetscape Character, Guidelines and Standards. Building off of existing themes from the original plan, the artist or artist team will develop a new Public Art Element and advise the consultant team on the integration of art and cultural elements throughout the plan. Ideal artists or artist teams are able to demonstrate exceptional site-investigation skills with regard to local history and culture, experience developing art or cultural plans, and are accomplished public artists with experience working in a variety of media. Additionally, the artist or artist team, as a subset of their work under this contract, will develop proposals (concepts and budgets) for early art and cultural projects that activate the district to be implemented from 2019-2021.

THE BELRED ARTS DISTRICT

The BelRed Arts District was first designated in 2008. The high-level vision for the district laid out in city policy points to a future vibrant arts district with artist live/work studios, galleries, art events, public art and other art features where artists live and work, and the community comes to experience art and creative spaces.

The original designation was driven by the many artists, arts organizations, and creative businesses located in the area. These include the Pacific Northwest Ballet's Francia Russell Center, one of their two major school facilities, several music studios and practice facilities, music stores, individual artist's studios, dance companies and schools, fabricators, and many creative and arts-based businesses. A group of such businesses and organizations has been established called the BelRed Arts District (B-RAD). Mostly within light industrial warehouses and service-based developments, the artists and arts organizations practicing and developing their artwork are largely hidden.

Increasingly, because of the districts positioning between the technology industry centers in Downtown Bellevue to the southwest and Microsoft's main campus to the east, this district is seeing a large growth in established and startup technology firms moving to the area. Additionally, the graduate-level Global Innovation Exchange (GIX) recently opened in BelRed. This program is a technology and design program that is run in partnership between the University of Washington, Tsinghua University, and Microsoft. REI will also be moving their headquarters to BelRed in 2020.

THE BELRED STREETScape PLAN

Originally developed in 2008, the goal of this document is to distill the character of BelRed and guide its expression in the streetscape. It addresses four major topics: the establishment of BelRed's character and the design language that conveys that character, a discussion of the role public art will play in creating identifiable, vital places within BelRed, the development of prototypes for the different street typologies, and specific street furnishing recommendations that are consistent with the district. Through the standards (requirements) and guidelines identified in the Plan, this document provides city Transportation engineers and private development a template for how streets and pedestrian spaces should be designed unique to BelRed.

Ten years after the formation of the plan, many major arterial projects are in construction, design, or have been completed, Sound Transit's East Link light rail line has been sited and is under construction, and new tenants and businesses have started to move into the area. This major update to the original plan will retool the vision to better encapsulate and guide this evolving district.

PUBLIC ART PROGRAM'S MISSION

The City of Bellevue seeks to be a vital platform for cultural exchange and creative inspiration. The City turns to living artists to enrich the collective experience of Bellevue's public places through permanent commissions and a growing collection of movable artworks funded through the Public Art Program. A segment of the collection is devoted to artworks that raise the discourse on the defining aspects of Bellevue's civic life, exploring the diverse identities of our residents, converging cultures, international connections, technological currents and interplay between nature and the urban experience that make Bellevue's environment unique. Bellevue's art collection helps document the dynamic moments and complexities of Bellevue's cultural life and is an important resource for future generations.

SCOPE OF WORK

PHASE 1: ART AND CULTURAL PLANNING SERVICES

The selected artist(s) will be considered an independent consultant to the City and provide art and cultural planning and design services to them and the consultant team. The artist's scope of work will be to serve as a full member of the overall consultant planning team and create the Public Art Element of the BelRed Streetscape Plan. Specific work and deliverables will include the following:

- **Consultant team participation:** Attend project team meetings, presentations, and community meetings necessary to develop the BelRed Streetscape Plan and the Public Art Element.
- **Review** existing plans related to BelRed (provided to selected artist by City).
- **Site investigation:** Gather and synthesize relevant information about the physical, historical, social and cultural context of the project.
- **Art and cultural planning:** Contribute to the overall retooling of the plan and develop the vision for art and culture in partnership with the consultant team, City staff, and project stakeholders; develop a new Public Art Element for the plan; and identify opportunities for integrating art elements in the BelRed Streetscape Plan.
- **Generate graphics:** Develop sketches, diagrams, renderings, photography, or other visual ephemera along with written descriptions to be included in the Public Art Element and any other identified art opportunity in the BelRed Streetscape Plan as needed.
- **Prepare** verbal, written and visual presentations to show ideas and proposals to the City, consultant team, and project stakeholders.
- **Early projects conceptual and budget development:** Develop a minimum of three early project concepts and cost estimates for art and cultural strategies that activates and promotes placemaking in BelRed from 2019-2021.

ESTIMATED PROJECT SCHEDULE

- 1) Contracting (April 2018)
- 2) Draft Streetscape Plan Due (July 2018)
- 3) Final Streetscape Plan Due (December 2018)

PHASE 2: ACTIVATE THE DISTRICT, 2019-2021

If the City elects to pursue early concepts identified in Phase 1, the artist or artist team will have access to a separate budget to refine and implement art and cultural proposals to include design development, fabrication/production, installation, and related artist fees. The budget for this optional phase will be between \$25,000 and \$210,000 depending on the project.

SELECTION PROCESS

Artists and artist teams must be able to demonstrate experience with art or cultural plans.

City staff, the consultant team and a member of the Arts Commission will review applications and select up to five (5) finalists to interview. A panel composed of arts professionals, a representative of the Arts Commission, community members and/or stakeholders will interview finalists and make the final selection.

At the interview, finalists will present and discuss past approaches and working methods with the panel and answer questions related to their work and experience with developing art or cultural plans. Based on the interviews and the selection criteria for the project, the selection panel will choose one artist or artist team. The panel reserves the right to make no selection. Finalists will be invited to attend the interviews in person or via Skype.

SELECTION CRITERIA

The artist or artist team will be selected based on the following qualifications/criteria:

- Demonstrable experience with developing art plans plus quality of graphic and written examples;
- Conceptual strength and innovation of past work in application materials;
- A command of multiple media and materials, with a preference for artists that select materials and media to best fit the attributes and goals of a specific site or project versus use of a consistent material, or media from project to project;
- Experience developing artwork for public spaces;
- Availability to meet the project schedule.

APPLICATION

APPLICATIONS ARE DUE BY 5:00 P.M. PST ON WEDNESDAY, MARCH 7, 2018. Please include contact information on all materials. Materials must be sent to the attention of SCOTT MACDONALD, either:

- Via Dropbox or other file sharing service to Scott MacDonald (smacdonald@bellevuewa.gov); or
- By hand at Bellevue City Hall Service First Desk (450 110th

Avenue NE, Bellevue, WA 98004). Only thumb drives will be accepted. If you would like your drive returned, include a self-addressed, stamped envelope.

Please submit the following items:

STATEMENT OF INTEREST

This should be a summary of your interest in the project and artistic focus and professional career, especially as your background relates to this project. Please discuss your availability and capacity during the project time frame. If you are a team, please include a brief statement that identifies the team lead, member responsibilities, and provide the official name under which the team will be conducting business. One (1) page limit (PDF preferred).

RESUME

Not to exceed three (3) pages of relevant professional experience for an individual application. If you are applying as a team, please include your team/studio resume. If that is not available, please combine the individual resumes (one right after the other) of each team member into one document not to exceed four (4) pages (PDF preferred).

DIGITAL WORK SAMPLES AND DESCRIPTIONS

Submit up to ten images, or videos of less than one minute in length, of built past work samples per application (teams submit ten images total) that best illustrate your qualifications for this project. For each digital work sample submitted, provide a description with the title of the artwork or project, completion date, medium, dimensions, project location, commissioning agency, and budget. Also include a brief description (75 words or less) of each sample work. (PDF preferred).

SAMPLE ART OR CULTURAL PLAN

Please submit one (1) example of an art or cultural plan in which you acted in the role of lead artist or cultural investigator (PDF preferred).

GRAPHICS

Submit three graphics developed by the artist or artist team. Graphics could include proposal renderings, diagrams, or other visual displays generated by the artist or artist team.

REFERENCES

Submit three professional references. References will only be contacted if an artist or artist team is selected as a finalist. At least one reference is required from a past art or cultural plan (PDF preferred).

AMERICANS WITH DISABILITIES ACT (ADA)

The City of Bellevue in accordance with the Rehabilitation Act (Section 504) and the American with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability in all of its programs and activities. This material can be made available in an alternate format by emailing Tom Carroll at tcarroll@bellevuewa.gov or by calling collect (425) 452-6981.

TITLE VI

The City of Bellevue in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 USC 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all Consultants that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit submittals in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

SUMMARY FOR DISCUSSION

Vision (see Report page 3)

BELLEVUE IS AN INTERNATIONAL CENTER
FOR ARTS AND CREATIVE LEARNING AND INNOVATION.

Strategy (see Report pages 9-20)

SUMMARY OF GOALS, OUTCOMES, AND STRATEGIES							
Goals (Results)	1. Creative Placemaking and a Transformed Public Realm		2. Creativity and Culture as a Key Driver in Innovation and Economic Growth		3. A Resilient and Sustainable Creative Cultural Sector		
Outcomes (Aspirations)	1.1 Strong Cultural Districts	1.2 Arts and Creativity Embedded Across the City	2.1 An Enhanced Civic Image and Profile	2.2 An Entrepreneurial and Start-Up Culture in the Creative Cultural Industries	3.1 Increased investment from all sources	3.2 Increased Sectoral Capacity and Impact	3.3 Affordable Creative Spaces
Short Term Strategies (Opportunities)	Zoning changes to expand creative places and spaces	Embed creative placemaking in City planning	Promote and Expand Festivals and Events	Build skills and knowledge that supports start-ups and strengthens entrepreneurship	Implement local and regional partnership mechanisms	Embrace new operating models for cultural organizations	Embrace and Implement an Integrated Vision of Creative Spaces
		Expand the public art program	Raise awareness of Bellevue's diverse communities and cultures	Explore connections between arts and video games and other digital media	Support knowledge sharing and strengthen sectoral collaboration	Develop a city-wide arts & culture programming strategy linking institutions /organizations	Inventory and make use of underutilized spaces in the community
Midterm Strategies	Realize opportunities in Bellevue's existing and planned cultural districts	Enable neighborhood based creative placemaking	Expand awareness of Bellevue as a cultural destination	Leverage strengths in interactive and digital media	Develop a cross-sectoral Cultural Investment Strategy	Shape a new cultural development model that integrates home-grown and satellite elements	Build a system of diverse creative spaces
Findings (Strengths)	Cultural Districts, Corridors, and Neighborhoods A strong parks system as potential venue for A/C programs		Strong creative economy conditions Leader in digital & interactive media Innovative retail & hospitality sector A young adult population		A supportive City administration A foundation of cultural institutions A widely admired arts and creativity-focused school district		

Role of the Arts Commission (see Report page 16)

The City of Bellevue Arts Commission has evolved into a cross-sectoral leadership group that has built partnerships and mobilized resources to successfully implement the *Creative Economy Strategy*; it plays an ongoing leadership role in supporting and advancing cultural development locally and regionally.

GOALS AND STRATEGIES REPORT

CREATIVE
EDGE^{BELLEVUE}

CITY OF BELLEVUE
CREATIVE ECONOMY
STRATEGY

JANUARY 2017





Table of Contents

About This Report	1
Bellevue’s Creative Edge.....	2
The Foundations.....	4
The Synergies	5
The Converge and Vision	6
Goals and Strategies	7
GOAL 1 Creative Placemaking and a Transformed Public Realm	9
Bellevue 2028	9
Building from Strengths.....	9
Outcomes and Strategies	10
GOAL 2 Creativity and Culture as a Key Driver in Innovation and Economic Growth	12
Bellevue in 2028	12
Building from Strengths.....	12
Outcomes and Strategies	13
GOAL 3 A Resilient and Sustainable Creative Cultural Sector	16
Bellevue in 2028	16
Building from Strengths.....	16
Outcomes and Strategies	17



ABOUT THIS REPORT

This report sets out the core elements of the eventual *City of Bellevue's Creative Economy Strategy (Creative Economy Strategy)*. The report brings together all research and consultation findings in the planning process to define a vision and strategic framework for building out the full *Strategy* and Implementation Action Plan. The document provides an opportunity for the *Creative Economy Strategy* Task Force to help shape the final document before it is built out in greater detail.

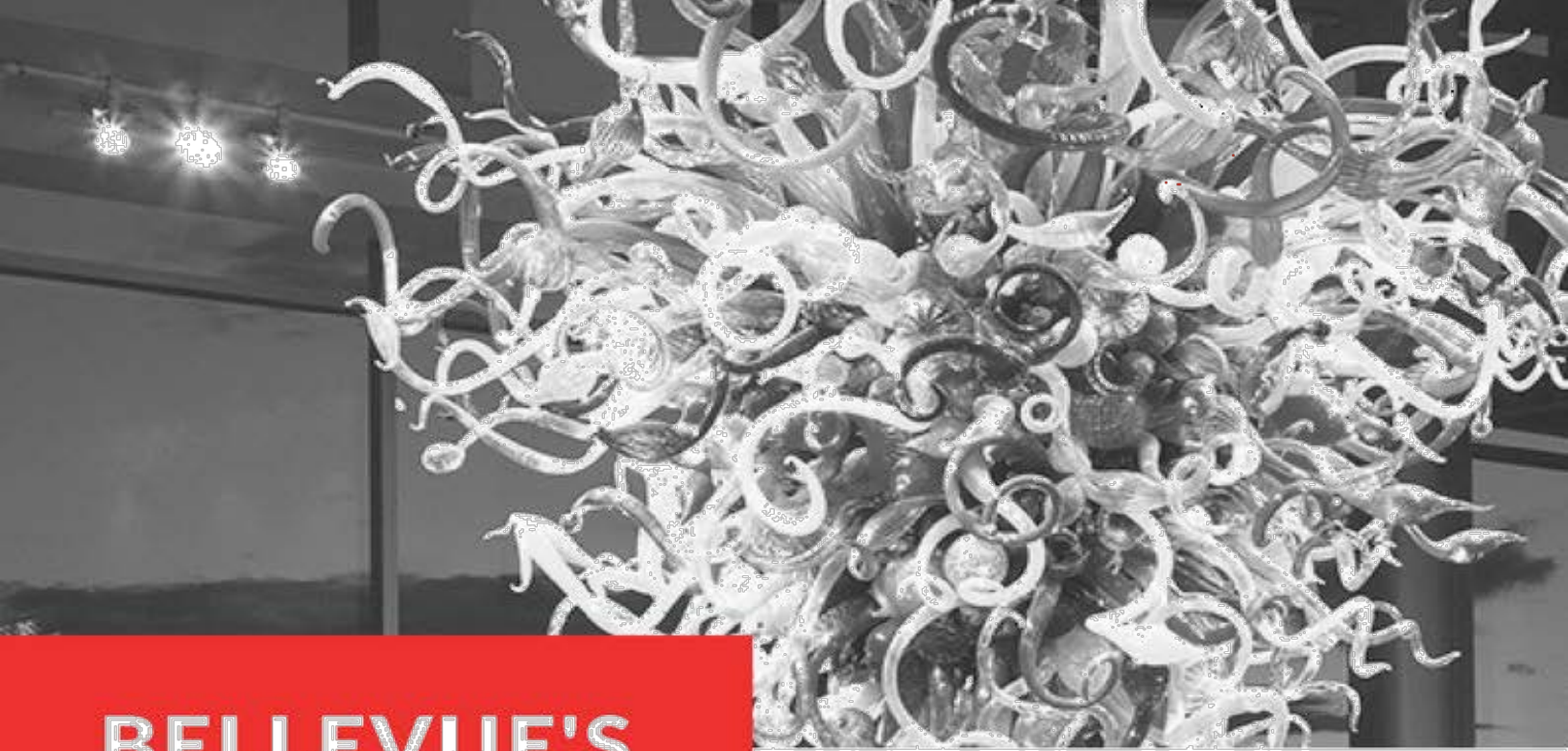
The thinking and content of the report draws several sources of input. The first was the *Economic Research and Analysis Report* (August 2017). This report provided a statistical analysis of the current state of Bellevue's creative economy, with comparisons to a dozen peer cities in the United States. The report also included highlights from cultural mapping research that identified and spatially mapped Bellevue's creative and cultural resources.

A second document, the *Values Framework Report* (September 2017) drew together conclusions from two sources. The first was a statistically representative

telephone survey of creative enterprises in Bellevue. This was followed by interviews with a range of stakeholders from the City (Council and staff), the arts, culture and creative industries sector, and from business, community, post-secondary stakeholders. The Report identified Value Propositions that defined Bellevue's strengths as a creative economy, together with a series of Strategic Themes emerging from discussions.

Both reports informed a series of meetings and workshops in September 2017. Sessions were held with the Task Force, the Arts Commission, City staff, and a Community Workshop. These discussions affirmed much of what had been learned through earlier consultations while adding new insights and potential strategies for advancing the creative economy in Bellevue.

At this stage of planning, a synthesis of findings was brought together in the form of a SOAR analysis (Strengths, Opportunities, Aspirations, and Results). The SOAR is used to achieve the objective of synthesizing findings and to pivot the planning process from information gathering to strategy formulation. The SOAR analysis has informed the current report.



BELLEVUE'S CREATIVE EDGE

A core research question guiding the development of the *Creative Economy Strategy* has been “what is Bellevue’s creative edge?” The question sought to identify a vision for Bellevue’s creative economy and creative cultural sector that built on its unique strengths and attributes, and that could position Bellevue with a unique and aspirational identity as a creative city and economy. Bellevue’s proposed creative edge is also the vision that will guide and animate the *Creative Economy Strategy*. The following criteria were established for this creative edge.

- Is it believable? Does it play to Bellevue’s strengths?
- Does it articulate a unique “local” identity in the context of a regional “world class” arts and creative ecosystem?
- Is it flexible enough to accommodate a wide range of strategies, but narrow enough to lift the fog and easily see a horizon line of success?
- Is it audacious and aspirational enough to unlock investment and inspire action?

Early research demonstrated that Bellevue scores very high among its peer cities in the Creativity Indices of Talent (educational attainment), Tolerance (a diverse and open population) and Technology (high percentage of tech businesses). These “3-T’s” align with three core strengths identified as elements of Bellevue’s creative edge – *arts and cultural education, diversity and digital and interactive media*. While each of these three elements is a strength on its own, it is at the points of intersection that the city’s true creative edge and opportunity emerge.

At the intersection of the three is the Vision that will guide and animate the *Creative Economy Strategy*.

PROPOSED CREATIVE EDGE



THE CREATIVE EDGE LIES AT THE CONVERGENCE OF EACH CIRCLE



The Foundations

Diversity

Bellevue's diversity is a defining feature of the city and a potentially powerful force in enriching and advancing the arts, culture and creative industries sector (creative cultural sector). *The Diversity Advantage Plan* provides a framework and set of recommendations that leverage this defining characteristic of the city in support of the arts, culture and creative industries in Bellevue. This diversity provides exposure to a wide range of unique cultural traditions and forms of creative expression. Bellevue has many established and cohesive diverse communities. Children from families in these communities are engaged with the arts through Bellevue's school system which is widely acknowledged as a leader in arts and creativity infused curriculum. Many of these same children are engaged in more advanced study through Bellevue's commercial arts schools and academies, the number and quality of which are exceptional in the region.

The various communities have developed their own festivals and events that celebrate and preserve their cultures and traditions. These events could be better promoted and made known to other parts of Bellevue's population as one means of fostering greater intercultural communication and engagement. There are also opportunities to build on existing efforts by established cultural institutions and city festivals and events to make diversity a more prominent part of program offerings. The City's public art program among its goals seeks to celebrate and increase the visibility of Bellevue's diversity in public and private spaces.

Digital and Interactive Media

The economic analysis confirmed Bellevue's strengths in the digital and interactive media sector in areas such as video games, augmented and virtual reality. The various forms of digital media are among the fastest growing segments of the creative cultural industries globally. They are also highly dependent on a range of artistic and creative disciplines (e.g., visual arts, animation, music, design, etc.). Digital media is also transforming the way creative practice and cultural content is being produced, exhibited or staged, distributed and consumed - and impacting on the very notion of cultural participation and consumption.

Although companies in the creative cultural industries have historically operated in silos, convergence and interaction has been growing as new digital platforms act as common denominators for both the production and delivery of cultural products. Digital platforms are also blurring lines between non-profit and for-profit creative cultural enterprises. On the downside, digital media has also posed new challenges to copyright and intellectual property laws, fostering an open content movement in which some content creators voluntarily give up some or all of their legal rights to their work.

Arts and Cultural Educational Programming

Bellevue's school system is widely admired for its artistic and creativity infused curriculum. This curriculum is implemented as an artistic ecology that engages students throughout the school year and is linked to a teaching a variety of area of the curriculum as part of the learning process. Outside the formal school system, Bellevue has an unusually large number (for its size) of commercial arts and culture schools and academies (e.g., music, dance) that offer various levels of instruction, including advanced study. The Pacific West Ballet School with a location in Bellevue is one of the top ballet schools



in the country. Beyond gaining skills in a particular arts practice, the research has demonstrated definitively that education in the arts builds the cognitive skills needed to navigate an ever-evolving knowledge-based and creative economy.

The strength of arts education provides a point of entry to pathways for nurturing Bellevue-based professional artists through such strategies as the provision of affordable studio spaces for rehearsal or performance. Trends in arts and cultural education, particularly at a post-secondary level, is turning toward a creative industry perspective that connects education in a particular discipline or area of artistic practice to skill development in management, entrepreneurship and other competencies to support viable and sustainable careers. Arts and cultural education in a digital age must, of course, include skills and competencies in digital and interactive media.

The Synergies

Attraction of World Talent

Bellevue's corporate community has demonstrated success in attracting talent from around the world to work in its creative sector. Building a "local" cultural scene that incorporates digital media and profiles the community's diversity can only add to the appeal of the community for talent from around the world. The opportunity may be to attract talent to help grow an entrepreneurial, start-up culture to expand the number of small and medium-sized creative enterprises (in addition to their attraction to large corporate entities). The city's other amenities – its admired parks system, emerging cultural corridors and arts districts can also act as magnets for attracting world talent.

Creation of Unique Cultural Experiences

Digital and interactive media is transforming how live arts and culture programming is experienced through the incorporation of media within performances or exhibitions as well as the use of media to support pre-performance or pre-exhibition audience engagement. The use of digital and interactive media in public art installations could be one defining element of public spaces in Bellevue.

Digital and interactive media is, of course, transforming the delivery of educational programming of all kinds, including programming devoted to arts and culture. Finally, the opportunities to infuse arts and cultural, educational programming to reflect the diversity of the community today are an obvious imperative.

Innovation Through a Digitized Culture Sector

Both the opportunities and challenges posed to the cultural sector by digital media were described above. For many years the digitization of museum and gallery collections has been a priority, enabling access to arts and heritage experiences without physical attendance but positioned and presented as an introduction to the experience with actual material culture. Major performing arts companies have been modeling the presentation of performances through cinemas, in many cases introducing the public to art forms heretofore inaccessible due to cost or attitudes of intimidation (of 'high art').

The Web 2.0 generation expects to participate in the creation of meaning: digital technology has created entirely new means to enable individuals to participate in and exchange the creation and recreation of creative product. Increasingly and especially among the emerging generation of younger artists, digital



technology provides new tools with which to explore and develop their practice. “Digital Arts” includes, for example, electronic art, new media and interactive art, content development, digitization, but more generally is applied to contemporary art that uses the methods of mass production of digital media.

The Converge and Vision

Vision

Bellevue is an international center for arts and creative learning and innovation.

Bellevue’s creative edge rests in a vision of an integrated creative ecosystem connected to platforms for learning that cut across arts and culture disciplines, public and private sectors, digital and direct experience with the arts and creative expression. These learning platforms take many forms from formal school systems, to other channels for instruction, to arts and culture educational programming delivered by non-profit cultural organizations and facilities, to feeder systems for innovation through research and development that propel creative industries in Bellevue forward.

It is a long-term vision that aspires to connections to post-secondary institutions with programs supporting its broad vision of arts and creative learning and innovation. It will require champion drawn from the City and other levels of government, from the educational systems (primary, secondary and post-secondary), from the non-profit arts and culture sector to the for-profit creative cultural industries. It must draw on the full diversity of the population in Bellevue and beyond.



GOALS AND STRATEGIES

The *Creative Economy Strategy* is built on three Goals. These Goals set the context for an articulated Outcome connected with that Goal. This Outcome is linked to a set of Short-Term and Medium-Term Strategies.

The *Creative Economy Strategy* should not be considered a “finished” document. Rather, it should be viewed as a thoughtful starting point based on an assessment of where Bellevue finds itself today, together with the expressed needs and aspirations for the future. The *Strategy* must be dynamic and continue to respond to changing needs and opportunities. New initiatives and actions will emerge throughout the lifespan of the document.



SUMMARY OF GOALS, OUTCOMES, AND STRATEGIES

Goals (Results)	1. Creative Placemaking and a Transformed Public Realm		2. Creativity and Culture as a Key Driver in Innovation and Economic Growth		3. A Resilient and Sustainable Creative Cultural Sector		
Outcomes (Aspirations)	1.1 Strong Cultural Districts	1.2 Arts and Creativity Embedded Across the City	2.1 An Enhanced Civic Image and Profile	2.2 An Entrepreneurial and Start-Up Culture in the Creative Cultural Industries	3.1 Increased investment from all sources	3.2 Increased Sectoral Capacity and Impact	3.3 Affordable Creative Spaces
Short Term Strategies (Opportunities)	Zoning changes to expand creative places and spaces	Embed creative placemaking in City planning	Promote and Expand Festivals and Events	Build skills and knowledge that supports start-ups and strengthens entrepreneurship	Implement local and regional partnership mechanisms	Embrace new operating models for cultural organizations	Embrace and Implement an Integrated Vision of Creative Spaces
	???	Expand the public art program	Raise awareness of Bellevue’s diverse communities and cultures	Explore connections between arts and video games and other digital media	Support knowledge sharing and strengthen sectoral collaboration	Develop a city-wide arts & culture programming strategy linking institutions /organizations	Inventory and make use of underutilized spaces in the community
	???	???	???	???	???	???	???
Midterm Strategies (Opportunities)	Realize opportunities in Bellevue’s existing and planned cultural districts	Enable neighborhood based creative placemaking	Expand awareness of Bellevue as a cultural destination	Leverage strengths in interactive and digital media	Develop a cross-sectoral Cultural Investment Strategy	Shape a new cultural development model that integrates home-grown and satellite elements	Build a system of diverse creative spaces
	???	???	???	???	???	???	???
Findings (Strengths)	Cultural Districts, Corridors, and Neighborhoods A strong parks system as potential venues for A/C programs		Strong creative economy conditions (3 T’s) A leader in digital and interactive media, An innovative retail and hospitality sector A young adult population		A supportive City administration A foundation of cultural institutions A widely admired arts and creativity-focused school district		



GOAL 1

Creative Placemaking and a Transformed Public Realm

Enabling the arts, culture, and creativity throughout the city will transform the built form, streetscapes and public spaces of Bellevue. There will be many accessible public spaces which invite community gatherings and year-round programming. New zoning with a strong focus on urban design has made streetscapes inviting for pedestrians, both residents and visitors. Public art is accepted as a core City investment that reaches into every corner of the community. Art and creativity infuse public infrastructure, from public buildings to hydro boxers, to bridges. “Public works have become public art.”

Bellevue 2028

Following on the ground-breaking creative placemaking implemented for the Cultural Corridor and Grand Connection, creative placemaking has become a central planning tenet for community building and enhancing the public realm in all neighborhoods and commercial districts across the city. The diversity and character of the city’s neighborhoods are supported by public art projects and artistic and cultural programming that engage residents, building community connections and strengthening civic engagement.

Creative placemaking extends to the City’s sustained commitment to quality in architecture and urban design. The City has expanded its public art program in such a way that it reaches every corner of the community. Creative placemaking is supported by leveraging community assets such as malls, parks, schools, community centers, churches as venues for cultural programs and activities. Planning for future civic infrastructures such as schools and community centers can incorporate neighborhood cultural spaces. Closely linked to its embrace of creative placemaking is the City’s recognition of the importance of the perceived beauty and aesthetic character of the community on community satisfaction, one of the most significant factors alongside economic security, good schools, and the perceived capacity for social interaction¹.

Building from Strengths

Cultural Districts, Corridors, and Neighborhoods

Bellevue has a number of existing and emerging cultural districts that will anchor the city’s cultural life. The vision for the Cultural Corridor, a defining element of the Grand Connection, is characterized by vibrant programming and public art that animate public spaces and support creative placemaking. The asset mapping undertaken for the *Creative Economy Strategy* highlighted the Bel-Red arts district as an established focal point for individual artists and many non-profit arts groups in the city. The subarea plan for the district also notes Bel-Red as an area with the potential to further leverage the creative economy and bring vibrancy to city life. The City is pursuing more flexible zoning to enable diverse space, including incubators and design studios. Shopping malls such as Bellevue Crossroads Shopping Center and Lake Hills Shopping Center offer spaces for neighborhood arts and cultural programming and platforms for inter-cultural programming and exchange.

¹ Richard Florida, Charlotta Mellander and Kevin Stolarick (2009). Martin Prosperity Institute. Working Paper Series.



A Strong Parks System as Potential Venues for Expanded Arts and Culture Programs

The City has invested significantly in building a network of public parks that have become a signature for the City. These parks exist on different scales across the city, providing distributed access to programming close to people’s homes. While parks exist as potential venues, much was heard during consultations about the barriers that local arts and culture groups’ face in delivering programming in these spaces. Rather than charging groups to program parks spaces, people pointed to the experience of Seattle where the City provides incentive funding for animating parks spaces through programming.

Outcomes and Strategies

OUTCOME 1.1 – STRONG CULTURAL DISTRICTS

Clear, consistent policies and tools have been implemented to assist the creation of strong cultural districts that have become a defining feature of Bellevue’s identity. These districts have created an environment that builds community and stimulates civic engagement. They have provided places where individuals drawn from all of Bellevue’s diverse communities converge and provide opportunities for cross-cultural exchange.

SHORT TERM STRATEGY - ZONING CHANGES TO EXPAND CREATIVE PLACES AND SPACES

- Addressing space needs requires the City to adopt flexible zoning practices that allow for mixed-use in existing and future structures and developments.
- The zoning changes being considered in conjunction with the Grand Corridor development will enable the development of creative spaces/places and is a “game-changing” opportunity to address the single most significant barrier to advancing arts, culture and creative industries sector in Bellevue – the lack of affordable space.
- Examine creative and cultural space needs and opportunities throughout the Neighborhood Area Planning (NAP) process and adjust neighborhood zoning to accommodate the development of future cultural facilities.
- Work proactively and build relationships with developers to encourage the incorporation of creative and cultural spaces in new development.

MIDTERM - REALIZE OPPORTUNITIES IN BELLEVUE’S EXISTING AND PLANNED CULTURAL DISTRICTS

- Implement The Grand Connection Arts and Cultural Plan to further the vision of an active cultural corridor in Downtown Bellevue.
- Enhance key public spaces in Downtown Bellevue for cultural uses including the Downtown Park, Compass Plaza, and the Bellevue Transit Center.
- Amend the BelRed Subarea Plan to officially define the BelRed Arts District. The arts and culture are already playing a significant role in enhancing community vibrancy and cultural vitality in BelRed and should be recognized as such.
- Retain BelRed’s existing critical mass of artists and arts activity, and attract new creative professionals to live and work in the District by investing in new cultural facilities and amenities.
- Prioritize the public art and performance space incentives for private development to integrate an arts identity throughout the redevelopment of the BelRed Arts District.



OUTCOME 1.2 - ARTS AND CREATIVITY EMBEDDED ACROSS THE CITY

Bellevue is a city where “spontaneous encounters” with art and creativity are experienced in all neighborhoods and parts of the city. Successful implementation of the Cultural Corridor as envisioned for the Grand Connection has modeled an integrated vision of the contribution the arts, culture, and creativity play in building rich public realms that attract residents and a growing number of visitors.

SHORT TERM STRATEGY - EMBED CREATIVE PLACEMAKING IN CITY PLANNING

- Using the Grand Connection Arts and Culture Plan as an example of how the arts and culture can be used as a defining neighborhood characteristic, embed arts, culture, and creativity across all community plans, so it becomes a defining feature and a key element of the city’s creative edge.

SHORT TERM STRATEGY – EXPAND THE PUBLIC ART PROGRAM

- Expand public art installations in neighborhoods across the city, creating gathering places in neighborhoods for cultural programming and exchange.
- Ensure that diversity and digital and interactive media are considerations in the commissioning of works.
- Address the need for both temporary and permanent public art installations.

MIDTERM STRATEGY - ENABLE NEIGHBORHOOD-BASED CREATIVE PLACEMAKING

- Building on current efforts, entrench a creative placemaking perspective in neighborhood planning.
- Ensure Bellevue’s diversity is reflected in all placemaking projects and initiatives.
- Work with arts, culture and creative sector facilities and organizations to deliver neighborhood-based programming to sustain community cultural engagement
- Leverage the use of community assets such as malls, parks, schools, community centers, churches as venues for cultural programs and activities.
- Incorporate neighborhood cultural spaces during the planning for future civic infrastructures such as schools and community centers.



GOAL 2

Creativity and Culture as a Key Driver in Innovation and Economic Growth

An integrated arts, culture and creative sector, is recognized as an important and legitimate economic sector with social as well as economic contributions to the city. A vibrant cultural scene is a major contributor to making Bellevue a place to live, work and play.

Bellevue in 2028

Over the past decade, digital technologies have transformed the cultural scene. New forms of creation, production, distribution, access, and participation have revolutionized entire industries, such as book publishing, music and film. Bellevue's strength in digital media has made it a leader and a model in the creative cultural sector in the United States. The City has partnered with industry to invest in platforms and applications that contribute to the visibility of local artists, training activities that help them to experiment and create with digital technologies and various measures to protect copyright. Policies and strategies related to the arts, culture, and creativity have been transformed. To support continuous innovation, the policy and planning paradigm in the new digital environment is characterized by continuous interaction and collaboration.

Building from Strengths

Strong Creative Economy Conditions

Bellevue scored high compared to its peer cities on the Creativity Indices of Talent (educational attainment), Tolerance (a diverse and open population) and Technology (high percentage of tech businesses). These strengths create conditions that help realize the potential of Bellevue's creative edge while growing and strengthening the arts, culture and creative industries sector.

A Leader in Strength in Digital and Interactive Media

One of the identified features of Bellevue's creative edge is its strength in the digital and interactive media sector, including video games and augmented and virtual reality. Digital media in its many forms is among the most rapidly expanding segments of the creative cultural industries, and is transforming how cultural content is created and distributed. It has strong connections to various forms of artistic and original creative expression.

An Innovative Retail and Hospitality Sector

Bellevue's retail and hospitality sector is one of the few expanding retail communities in the United States. One element of the success of the sector is its use of arts and culture activities and experiences as a tool to enhance its shopping opportunities. The Hyatt Regency is another example of where embedding arts and culture activities in its operations produce unique experiences to attract both residents and visitors.

A Young Adult Population

Bellevue's population is growing and characterized by a high percentage of young adults, by its relative



affluence, and by its tremendous diversity. Bellevue is expected to grow an additional 14% by 2035, with most migrants being young adults. This demographic can potentially fuel an expanded workforce that lives and works in the community (acknowledging constraints posed by the cost of housing). This demographic also provides Bellevue with a population that has the potential interest and income to participate in creative activities and vibrant cultural programs matched to their interests and needs.

Outcomes and Strategies

OUTCOME 2.1 – AN ENHANCED CIVIC IMAGE AND PROFILE

Bellevue is widely recognized as a vibrant community characterized by a high quality of life, an exceptional parks system, thriving arts and culture districts and corridors, and a vital arts and cultural scene. It is viewed as a ‘must see’ cultural destination in the region. The city’s image as a creative city attracts new residents who wish to live and work in the city. The same image strengthens tourism and boosts local spending.

SHORT TERM STRATEGY – PROMOTE AND EXPAND FESTIVALS AND EVENTS

- The Bellevue Destination Development Plan contains a wide range of recommended initiatives that would strengthen and grow cultural festivals and events. Among them:
 - A Festivals and Events Strategy, Festivals and Events Council, and Festivals and Events Development Fund.
 - An Events and Festivals Strategy for the Grand Connection.
 - Special events social media promotion.

SHORT TERM STRATEGY – RAISE THE AWARENESS OF BELLEVUE’S DIVERSE COMMUNITIES AND CULTURES

- Also from the Destination Development Report
 - A Culture Trail - building on city’s rich and important tapestry of ethnic and cultural experiences.
 - A Multicultural Arts Council – through collaboration with community groups, to create “new dynamic multicultural experiences that strengthen visitation opportunities to Bellevue and supplements existing venues and experiences by diversifying their offerings”.

MIDTERM STRATEGY – EXPAND AWARENESS OF BELLEVUE AS A CULTURAL DESTINATION

- Implement the Destination Development Plan recommendation for a Nightlife Strategy.
- Raise awareness and increase profile for existing cultural activities and experiences in the city leveraging a range of websites and digital platforms, ensuring the inclusion of programs or activities being delivered by diverse cultures in the city. Consider developing a cultural brand and marketing strategy to expand awareness.



OUTCOME 2.2 – AN ENTREPRENEURIAL AND START-UP CULTURE IN THE CREATIVE CULTURAL INDUSTRIES

Despite the proximity of global leaders in software and various forms of digital media, the vast majority of creative cultural industries in all jurisdictions are small and medium-size enterprises. Success in launching and sustaining these enterprises requires building entrepreneurial skills and competencies. Relative to many other business enterprises, the start-up costs for creative cultural industries are relatively low with few large capital infrastructure needs. However, as with the non-profit side of the creative cultural sector, new enterprises are challenged by the high cost of space.

SHORT TERM STRATEGY – BUILD SKILLS AND KNOWLEDGE THAT SUPPORTS START-UPS AND STRENGTHENS ENTREPRENEURSHIP

- Ensure awareness across the creative cultural sector of the Startup 425 Workshops launched by the City of Bellevue Office of Economy Development, aimed at assisting technology companies to succeed by strengthening entrepreneurship and other essential small business skills/competencies.
- Promote participation of creative cultural industries in the “One Million Cup” program, aimed at building an entrepreneurial ecosystem in Bellevue.
- Identify on-line learning resources geared to building entrepreneurial skills in the creative cultural sector.

SHORT TERM STRATEGY – EXPLORE CONNECTIONS BETWEEN ARTS AND DIGITAL AND INTERACTIVE MEDIA INCLUDING VIDEO GAMES

- Raise the profile of these industries, many of which fly under the radar for many in the arts community, as well as the community-at-large. Leverage the Destination Development Plan’s recommendation to establish a High Tech Working Group “to consider opportunities for an event, festival or attraction that could reflect individual or collective research, talent, work, products or activities that would also benefit Bellevue as a visitor destination”. Ensure representation from one or more creative cultural industries on the Working Group.
- Examine best practices in non-profit arts, and cultural organizations leverage digital and interactive media as a tool for creating, producing, presenting and distributing cultural content across many artistic disciplines and types of creative cultural industries. In particular, examine best practices in content creators’ use of various networks, including social media and crowd-source funding to disseminate their content to market.
- In addressing affordable space needs in Bellevue (see Goal 3), work toward co-locating independent artists, non-profit arts and culture groups, and offices for small enterprises in digital and interactive media.



MIDTERM STRATEGY – LEVERAGE STRENGTHS IN DIGITAL AND INTERACTIVE MEDIA

- Work with Washington Interactive to explore the potential for a transmedia² incubator or accelerator in Bellevue in conjunction with industry.
- Work toward a culture change in the arts and culture sector that views digital technology and the resulting innovation as integral to organizational identity rather than an add-on or distraction from artistic or public service mission.
- Ensure broad awareness in Bellevue of Washington Interactive’s initiative to introduce greater diversity in the interactive media sector.

² Transmedia is commonly defined as a narrative or project that combines multiple media forms. A transmedia project may combine many different types of prints or prose text, graphics and animation, or work across multiple platforms, such as different types of social media platforms, interactive websites or advertising outlet.



GOAL 3

A Resilient and Sustainable Creative Cultural Sector

The principles of a creative ecosystem have been embraced and have resulted in a continuous flow of information and knowledge building capacity across the arts, culture, and creative industries sector. Cultural hubs in locations across the city provide forums for dialogue and problem-solving. The City plays a vital convening role, enabling connections and facilitating collective solutions to shared challenges. Bellevue's non-profit arts and culture sector are seamlessly linked to commercial creative cultural industries of all kinds.

Bellevue in 2028

A culture of collaboration supports Bellevue's vibrant arts, culture, and creative industries sector. Strong connections and partnerships have been forged across cultural disciplines, between public, non-profit and for-profit enterprises and activities. The City, in assuming a wider set of responsibilities, has created a robust enabling environment for arts, culture and creative sector development. Through in-community and online forums, it plays a role in supporting continuous knowledge flow across the system. This knowledge flow fuels innovation in cultural development and the creative economy.

The City of Bellevue Arts Commission has evolved into a cross-sectoral leadership group that has built partnerships and mobilized resources to successfully implement the *Creative Economy Strategy*; it plays an ongoing leadership role in supporting and advancing cultural development locally and regionally. In recognition of the critical contribution made by the arts, culture and creative sector to the community and economy, the City of Bellevue has increased its investment in the sector. The City's investments have leveraged contributions from philanthropic, community and business sectors.

Creative spaces in Bellevue are understood as an interrelated and interdependent system rather than individual buildings or facilities. This system addresses a range of needs across the value chain of the creative cultural industries and activities: creation (e.g. artists' studios), production (e.g. recording studios), presentation (e.g. exhibition or performance spaces), gathering (e.g. community or neighborhood hubs), and housing (e.g. live/work space, affordable housing), among others. Creative spaces and facilities are distributed across all neighborhoods. These spaces support activities that range from community art to professional arts creation and presentation. They are inclusive spaces that celebrate the city's diversity and foster inter-cultural engagement. Flexible City zoning has enabled the creation of spaces in existing and new developments across the community and also provide incentives to private developers to build creative spaces into development proposals.

Building from Strengths

A Supportive City Administration

The City of Bellevue has respected and experienced staff across a range of departments that support the City's agenda to grow and develop the arts, culture and creative industries sector. These departments include Arts and Culture, Planning and Community Development, Economic Development, Parks, and Recreation, among others. Legacy projects such as the Grand Connection provide a focal point for cross-departmental collaboration. They are modeling important outcomes that will grow the creative economy while enhancing the quality of life and quality of place in the city that will attract new



residents and an expanding number of visitors. The City is a respected and trusted ally in the arts, culture and creative industries sector, able to convene representatives from the sector to undertake collective problem-solving and capacity building.

A Foundation of Cultural Institutions

Bellevue's established cultural institutions including the Bellevue Arts Museum, the Meydenbauer Center, the KidsQuest Children's Museum, and Bellevue Pacific West Ballet, provide sustained programming for residents and visitors of all ages. These facilities and venues play important roles in supporting the delivery of Bellevue's flagship community festivals and events. The Tateuchi Center, the city's new performing arts complex, will provide the city with another important facility to support arts and cultural programming and support wider cultural development objectives. These established institutions have potential roles to play in supporting and mentoring smaller arts and culture groups in Bellevue.

A Widely Admire and Arts and Creativity-Focused School District

Bellevue's schools are widely acknowledged as leaders in education curriculum infused with creativity across a range of artistic and cultural disciplines and practices (e.g., music, dance, theatre). The strength of its arts and culture curriculum attracts families to Bellevue. Arts education is also delivered in the community by a wide range of non-profit organizations and commercial art instruction enterprises. Arts education and instruction both within the school system and in the community attract strong attendance by students drawn from Bellevue's diverse communities.

Outcomes and Strategies

OUTCOME 3.1 – INCREASED INVESTMENT FROM ALL SOURCES

The City has increased its investment in the arts, culture and creative industries sector commensurate with its acknowledged contribution to the local economy and community. The City's investment has leveraged increased support from the business community, both large corporations in the area (Microsoft, Amazon, Costco, and Expedia) and local businesses. Enhanced collaboration within the sector and between the sector and public, private and philanthropic interests has led to enhanced confidence and respect from all funders. All partners have come together to develop a Cultural Investment Strategy to guide funding and investment which is contributing to resilient and sustainable creative cultural sector.

SHORT TERM STRATEGY – IMPLEMENT LOCAL AND REGIONAL PARTNERSHIP MECHANISMS

- Examine the requirements for the Arts Commission to facilitate new cross-sectoral partnerships connecting stakeholders within the arts, culture and creative industries sector with the City and with supportive community, philanthropic and business partners.
- Learn from existing models of regional collaboration in other sectors, such as the Innovation Triangle or A Regional Coalition for Housing (ARCH).
- Continue the discussion among Creative Edge partners and stakeholders to determine the most effective models or mechanisms for collaboration.



- Ensure the inclusion of younger artists and cultural professionals together with representatives from Bellevue’s diverse communities in determining the most effective mechanisms for collaboration.

SHORT TERM STRATEGY – SUPPORT KNOWLEDGE SHARING AND STRENGTHEN SECTORAL COLLABORATION

- Support “the essentials for collaboration and capacity building” – convene regular meetings to support knowledge sharing and relationship building, build shared calendars of events, and promote institutional mentoring in the sector.
- Examine best practices for digital platforms to sustain communication and the flow of knowledge within the creative cultural sector and key external partners.
- Designate existing facilities in the community as cultural hubs and spaces for sectoral dialogue and knowledge building related to shared challenges or opportunities.
- Convene an Annual Creative Cultural Summits that brings diverse arts, culture and creative sector stakeholders together with the City and its economic, community and post-secondary partners to assess success in implementing the *Creative Economy Strategy*, to undertake “opportunity citing” in response to new developments, and to continue to build cross-sectoral relationships.

MIDTERM STRATEGY –DEVELOP A CROSS-SECTORAL CULTURAL INVESTMENT STRATEGY

- Develop a Cultural Investment Strategy connecting public, private and philanthropic resources to support the implementation of the *Creative Economy Strategy*.

OUTCOME 3.2 – INCREASED SECTORAL CAPACITY AND IMPACT

The arts, culture and creative industries sector has embraced new ways of thinking and acting that led to increased capacity in individual organizations and enterprises as well as the sector as a whole. New operating and financial models have been embraced leading to greater stability and sustainability of organizations. The sector has developed a common voice which is communicating powerful stories about the impact and importance of the arts, culture and creative industries sector in the community and economy. The sector has been “legitimized” as an acknowledged and respected set of enterprises and activities.

SHORT TERM STRATEGY – EMBRACING NEW OPERATING MODELS FOR CULTURAL ORGANIZATIONS

- Cultivate and promote a new set of assumptions governing the way arts and culture organizations function, moving from a traditional model that assumed some level of government support and private sector fundraising, towards models of finance and operations that include crowd-source funding, temporary collaborations/collectives, co-creation and participation with audiences, and leveraging digital media in all facets of their operations.
- Adopt a new narrative to generate new resources for the sector, one that clearly communicates the contribution of the sector to economic development and community



resilience. It is a model that combines home-grown and satellite cultural development visions and strategies.

- Celebrate existing anchor cultural institutions and discover the aspirations of smaller and emerging arts, culture and creative enterprises. Encourage and facilitate larger institutions playing a mentoring role for smaller groups. Many of these groups do not wish to “grow up” to become anchor institutions. Embrace a vision of compact flexible organizations delivering diverse programming in diverse locations and generate cultural vitality that thread throughout the community.

SHORT TERM STRATEGY – DEVELOP A CITY-WIDE ARTS AND CULTURE PROGRAMMING STRATEGY LINKING INSTITUTIONS AND ORGANIZATIONS

- Facilitate discussions with the many groups in the community delivering arts, culture and heritage programming to explore opportunities for collaboration. This collaboration can potentially address gaps or areas of need in existing programming as well as explore opportunities for new collaborative program offerings. Collaboration may lead to more ambitious program offerings than could be delivered by any one agency. Coordinated programming can support creative placemaking objectives for the Grand Connection and the BelRed district.

MIDTERM STRATEGY – SHAPE A NEW CULTURAL DEVELOPMENT MODEL THAT INTEGRATES HOME-GROWN AND SATELLITE ELEMENTS

- Embrace a clear vision of Bellevue as a place where art is created, not just presented.
- Create pathways to support the emergence of Bellevue-based professional artists and emergent cultural organizations and creative enterprises.
- Recruit satellite facilities or organizations with their homes in Seattle that provide residents of Bellevue with access to a diversity of professional programming that would not be possible to generate locally.

OUTCOME 3.3 – AFFORDABLE CREATIVE SPACES

Cost of space has ceased to be a barrier to artists, arts and cultural organizations and creative cultural industries/enterprises locating and succeeding in Bellevue. Supportive Flexible City zoning has emerged that enable the creation of spaces addressing a range of needs. Innovative creative hubs have emerged that are multi-function, multi-tenant environments that enable synergies and collaborations that propel the creative economy and cultural development in Bellevue. Affordable space is a magnet attracting creative talent and enterprise from Seattle to Bellevue.

SHORT TERM STRATEGY – EMBRACE AND IMPLEMENT AN INTEGRATED VISION OF CREATIVE SPACES

- Adopt a whole system perspective on creative space planning that cuts across the arts and culture value chain: creation (e.g. artists’ studios), production (e.g. recording studios), presentation (e.g. exhibition or performance spaces), gathering (e.g. community or neighborhood hubs), and housing (e.g., live/work space, affordable housing). Ensure that



- spaces accommodate needs across the continuum of community arts to professional arts practice in all parts of the city.
- Identify and leverage use of new or repurposed presentation and participation platforms such as shopping centers, churches, schools, community and recreation centers, parks, and multi-purpose community hubs.



SHORT TERM STRATEGY – INVENTORY AND MAKE USE OF UNDERUTILIZED SPACES IN THE COMMUNITY

- Build a publicly accessible inventory of underutilized City-owned properties – spaces under bridges, small parcels left unused after development and parks as venues for cultural presentation and participation.
- Retrofit aging or underutilized suburban retail space as places for community programming and creative placemaking, but also as potential spaces for incubators or shared work spaces, studio spaces, among others.

MIDTERM STRATEGY – BUILD A SYSTEM OF DIVERSE CREATIVE SPACES

- Establish a Cultural Infrastructure Fund beginning with an investment by the City to leverage and attract private and public donations.
- Build relationships with developers to encourage the integration of creative spaces into new buildings or the redevelopment of existing structures.

Action and Discussion

Tuesday, February 06, 2017
Meeting: 4:30 pm

Bellevue Arts Commission
Action and Discussion

Meng Huang Installation

At today's meeting staff will provide an update to the upcoming installation of artwork by artist Meng Huang in a projected titled, *Dragons Are Your Friends*, to be displayed at Bellevue City Hall from February 16, 2018 through September 28, 2018.

BACKGROUND

Bellevue City Hall has been a prominent venue for art and the activities of the arts program since opening in 2006. The Arts Program has used City Hall for the indoor portion of the biennial Bellwether exhibition, as well as intermittent exhibitions such as the 2015 Asian Pacific American month exhibition. Staff propose a new annual exhibition program aimed at turning Bellevue City Hall into a consistent cultural forum with a focus on the newly adopted themes of Bellevue Art Collection (above) and relevant art portions of the City's Diversity Advantage Plan (above). This exhibition is proposed as a pilot to test the new annual exhibition program idea, budget assumptions, project timeline, and partnership agreement with local arts and community groups as a main feature of the production process.

EXHIBITION DESCRIPTION

Dragons Are Your Friends

February 15 – September 28, 2018

Bellevue City Hall

When Meng Huang immigrated to the U.S. in 1990, his art took on new energy and freedom, fueled by the diversity of materials thrown away here every day. See the fantastical creatures he made using the refuse he collected from the restaurants, businesses, and apartments in Seattle's Chinatown International District.

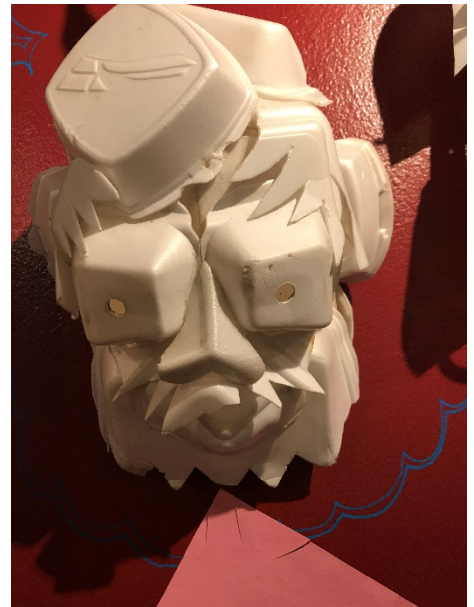
This exhibition is produced by the City of Bellevue Arts Program in partnership with the Wing Luke Museum of the Asian Pacific American Experience, who has generously loaned the artwork on display.

For more information please contact Joshua Heim, City of Bellevue Arts Program Manager, at 425.452.4105 or jheim@bellevuewa.gov.

Bellevue City Hall
450 110th Avenue NE
Bellevue WA, 98004



Chinese Dragon



Masks

BUDGET	AMOUNT	NOTES
Curator	\$1,000	Prepare artwork and materials, write text, organize artist talk
Installation	\$2,500	Contractors, rentals, transportation
Materials	\$2,500	Vitrines, hanging systems, framing, etc.
Production	\$1,500	Audio-video, graphic design, photography, language translations
Printing	\$1,000	Text panels, brochures, posters, catalogues (?)
Marketing	\$500	Advertising
Public programs	\$500	Supplies
Refreshments	\$500	Opening reception, public programs
Total	\$10,000	

TIMELINE	MILESTONE		PHASE
August	Collections Review	}	Development
September	Display feasibility		
October	Collect information		
November	Collections review and loan agreements	}	Production
December	Exhibition design		
January	Prepare collections & exhibition materials		
Jan 29 - Feb 9	Artwork delivery and prep	}	Installation
Feb 7	Artwork Installation		
February 16	Exhibition Opens		
May	Exhibition refresh; install masks		
September	Exhibition refresh for Bellwether		
TBD	Public programs & tours		Community education

Department of Planning and
Community Development

Reports

PROJECT UPDATES

PUBLIC ART

Bellwether 2018: Exhibition & Art Walk

No updates to report.

East Link Public Art

No updates to report.

Grand Connection

No updates to report.

Lattawood Park

No updates to report.

Meydenbauer Bay Waterfront Expansion

No updates to report.

Night Blooming Donation

Update, February 6, 2018: Installation of the artwork is scheduled to take place March 8-11 at Bellevue Botanical Garden.

130th Streetscape Public Art

Update, February 6, 2018: Staff is working to contract with artist Po Shu Wang.

Downtown Park Public Art

Update, February 6, 2018: Staff is working to contract with artist Marc Fornes.

Portable Art Collection

No updates to report.

Public Art Collection & Maintenance

No updates to report.

Life Cycle Replacement:

Update, February 6, 2018: Staff is working to contract with artist Pat McVay for the replacement of his original Life Cycle artwork at Chism Beach Park.

OTHER PROJECTS AND PROGRAMS

Artspace Affordable Housing Feasibility Study

No updates to report.

Bellevue Creative Edge

Update, February 6, 2018: An update will be provided at today's meeting.

Cultural Compass

No updates to report.

Funding, 2018

No updates to report.

Power Up Bellevue

No updates to report.

Department of Planning and
Community Development

Information

COMMITTEE DESCRIPTIONS AND ASSIGNMENTS

Below are suggested committee assignments and project leads for 2018. If you have any questions or would like to swap an assignment, please discuss with Chair Paul Manfredi.

2018 Suggested Assignments

Executive committee

- Monthly Arts Commission Meetings, Paul Manfredi lead
- Budget One reporting
- 2017 Annual Meeting

Allocations committee

- Becky Lewis, lead
- Maria Lau Hui, lead on pilot capacity building program
- Carl Wolfeich

Public art group

- 130th Avenue in BelRed, Carl Wolfeich
- Lake Hills, Becky Lewis
- Lattawood Park, Philip Malkin
- Downtown Park, Paul Manfredi
- 2018 Bellwether, Trudi Jackson

Planning group

- Artspace Artist Housing Feasibility Study, Philip Malkin
- Creative Edge, Paul Manfredi
- Grand Connection and Wilburton Land Use Study, Maria Lau Hui



February 1, 2018

Subject: Draft Environmental Impact Statement for Bellevue's Wilburton Commercial Area Land Use and Transportation Project

The City of Bellevue has identified the Wilburton Commercial Area as a future urban neighborhood providing new opportunities for businesses, entertainment, and housing, exhibiting a unique design aesthetic, and offering new transportation modes and connections. Wilburton is located between two high growth centers in Bellevue – Downtown and BelRed – and is slated for major transit, pedestrian, and cyclist connectivity improvements that will serve as a catalyst for change. East Link light rail will offer high capacity transit connectivity to the region by 2023; the Eastside Rail Corridor (ERC) will create a regional non-motorized connection for pedestrians and cyclists; and the City-led initiative of the Grand Connection will create opportunities to reconnect Downtown and the Wilburton Commercial Area for cyclists and pedestrians.

Based on a vision developed with the guidance of a Citizen Advisory Committee (CAC), amendments to **the City's Comprehensive Plan, Land Use Code, and Zoning Map will be made for City Council** consideration that would facilitate investment and redevelopment. To help the CAC and other City decision makers consider the environmental implications of land use and transportation options, this Draft Environmental Impact Statement (Draft EIS) studies three alternatives:

No Action Alternative: The No Action Alternative is required by the State Environmental Policy Act (SEPA) and assumes the current Comprehensive Plan, Land Use Code, and Zoning Map are retained. The Wilburton Commercial Area could grow from about 3.6 million square feet of development to 4.2 million square feet of development. City-planned transportation investments in the current Comprehensive Plan Transportation Element could be made. However, the Grand Connection would be assumed to not be developed under the No Action Alternative. As a King County-led initiative, the ERC would be completed under the No Action Alternative.

Alternative 1: Under Alternative 1 the Wilburton Commercial Area Land Use & Transportation Project could encourage development of a more intense urban form and promote additional multimodal connections. New Land Use Code standards could increase allowable building heights and floor area ratios while providing custom design standards for buildings to create compatible urban forms. There could be a greater concentration of development and mix of uses, with an emphasis on adding housing, office/medical, retail, and hotel space. The amount of potential development could grow to 13.1 million square feet of development, or about 8.8 million square feet more than the No Action Alternative. The ERC could connect to the eastern terminus of the Grand Connection and could improve pedestrian and bicycle connections. Additional street connections could allow for smaller blocks different development patterns and opportunities. The range of building heights could be 35 feet to 250 feet, with a range between 120 feet and 160 feet being the most predominant building form.

Alternative 2: Alternative 2 is similar to Alternative 1 except that potential growth could be about one-third higher, up to 16.3 million square feet of development, or 12.1 million square feet more than the No Action Alternative, and the urban form could be more intense across the Study Area. Building heights between NE 8th Street, NE 4th Street, and west of 116th Avenue NE could reach 300 to 450 feet in height, with ranges between 200 and 250 feet, and 120 and 160 feet, being the most predominant. Additional street connections could allow for smaller blocks and a different development pattern and opportunities from the No Action Alternative.

At a programmatic level, each alternative is evaluated in terms of beneficial and adverse effects associated with geology and soils, water resources, air quality/greenhouse gas, ecosystems, land use and economic activity, neighborhoods and population, aesthetics, transportation, noise, energy, environmental health, and public services and utilities.

You may provide comments on the Draft EIS over a 45-day comment period, from February 1 to March 19, 2018. Written comments must be submitted by March 19, 2018. Written comments may be submitted:

By email to: bcalvert@bellevueawa.gov

By letter to:
City of Bellevue
Planning and Community Development
Department
Attn: Bradley Calvert
450 110th Avenue NE
Bellevue, WA 98004

The DEIS can be found at the following:

https://planning.bellevuewa.gov/planning/planning-initiatives/wilburton-grand-connection/citizen_advisory_committee/

A public hearing to present oral or written comments is planned on February 28, 2018 at 4:30 pm, at Bellevue City Hall, 450 110th Avenue NE, Bellevue, WA 98004.

Thank you for your interest in the future of the Wilburton Commercial Area. If you have questions, please contact Bradley Calvert, 425-452-6930.

Sincerely,
Bradley Calvert, AICP

A handwritten signature in black ink, appearing to read 'Bradley Calvert', with a long horizontal line extending to the right.

Community Development Program Manager
Department of Planning & Community Development

City of Bellevue, WA

425.452.6930

bcalvert@bellevuewa.gov