

# Strategies for Action



*A walkable mixed-use center with great pedestrian spaces is envisioned for Overlake Village.*

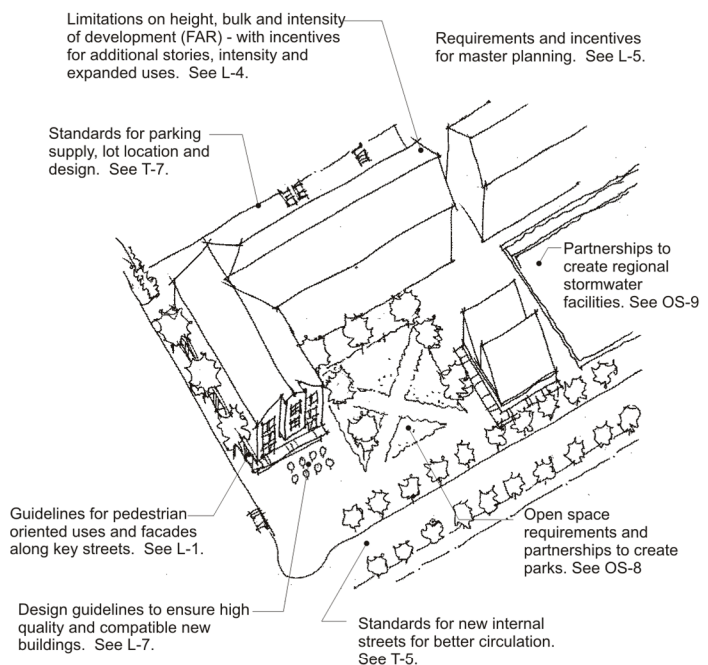
The Strategies for Action identify the Land Use, Transportation, and Open Space strategies needed to achieve the neighborhood’s vision. They build on Overlake’s existing strengths, including its active retailers and businesses, as well as its proximity to employment centers, residential neighborhoods and regional recreation opportunities.

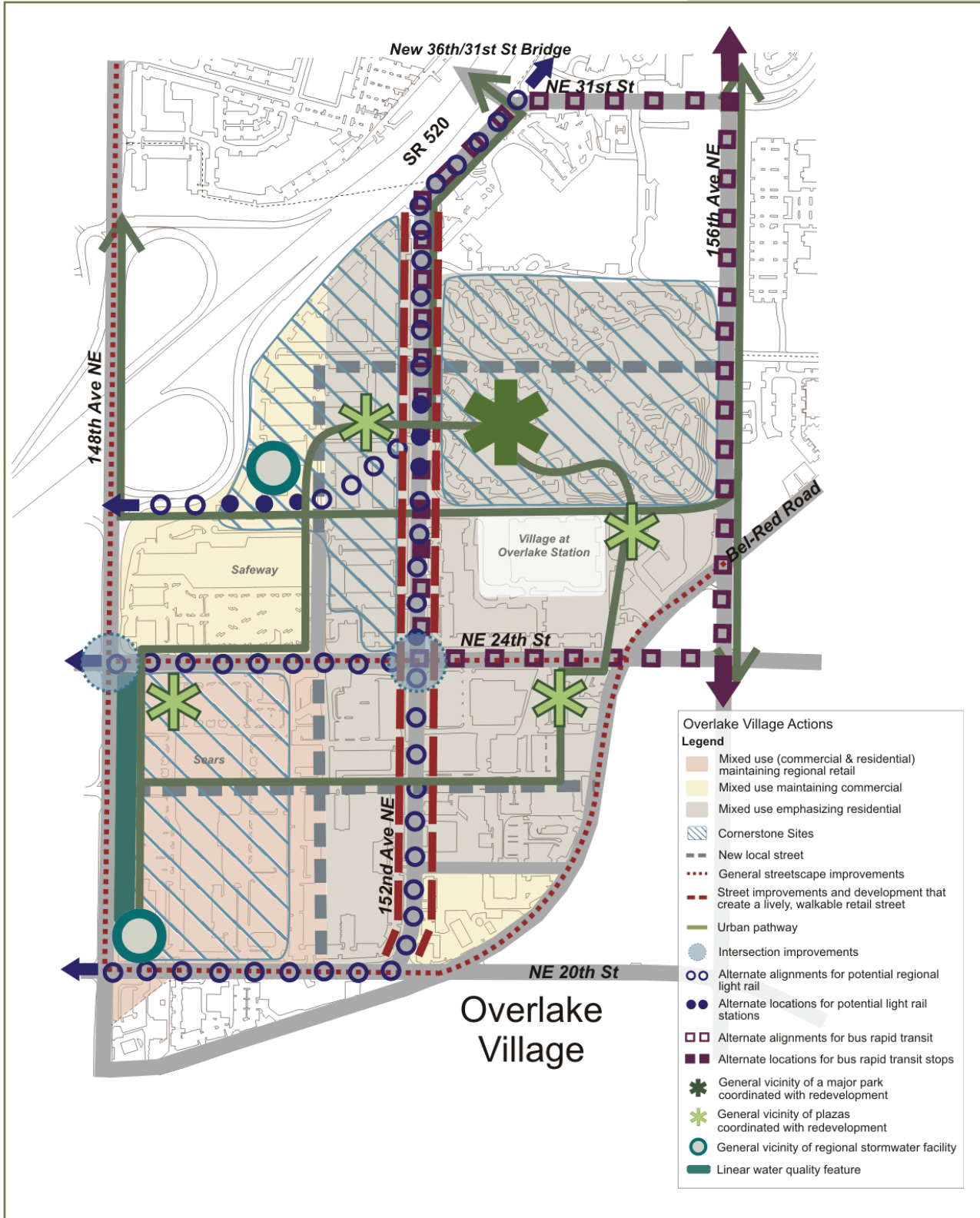
The Strategies for Action depict the neighborhood at 2030. They assume significant investment by numerous agencies including the City of Redmond, King County Metro Transit, and Sound Transit as well as property development initiated and undertaken by property owners.

## Land Use and Development

In order to achieve the vision of creating a vibrant, walkable neighborhood that has a sense of place, development in Overlake will need to follow a number of key land use and development strategies. These strategies focus on creating a retail and pedestrian-oriented street on 152<sup>nd</sup> Avenue NE, targeting multi-family development for suitable locations in Overlake Village, and coordinating development on and between key sites. The following image illustrates how these land use strategies will work together to achieve the neighborhood’s desired development.

How can we shape new development to achieve the community’s vision?

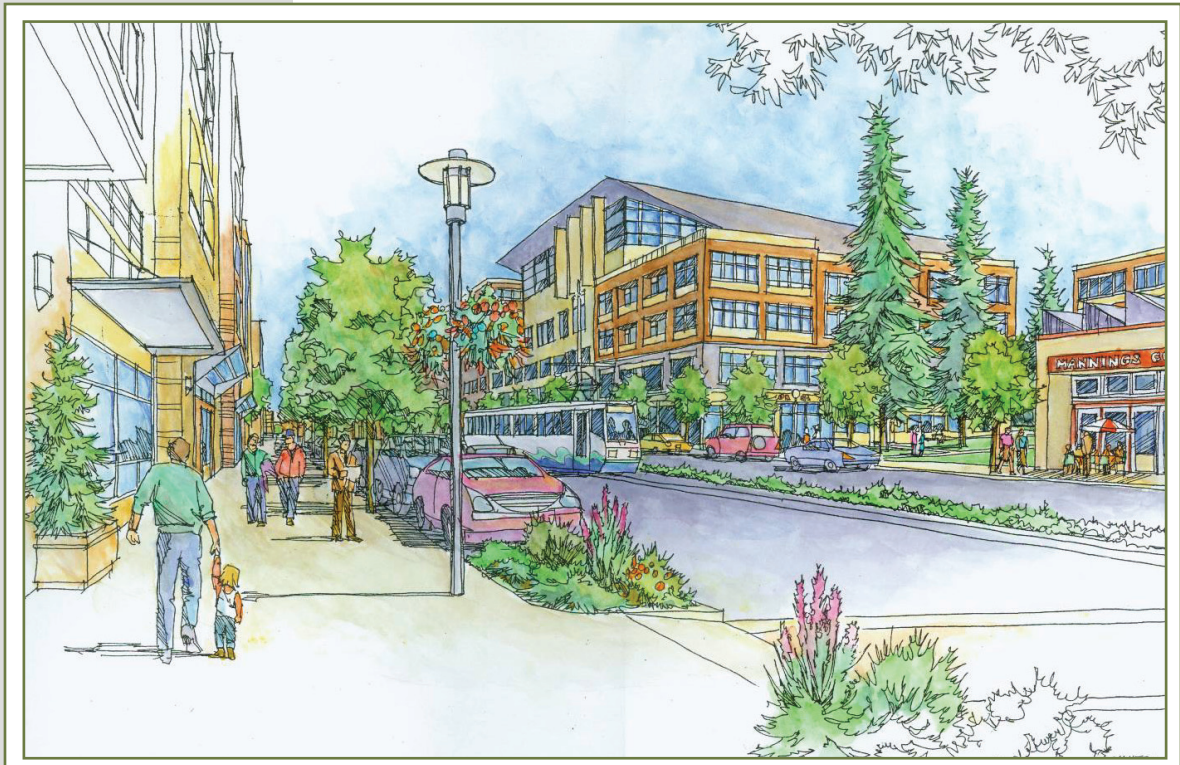




## Overlake Village

### **L-1 Develop a lively, walkable retail street on 152nd Avenue NE.**

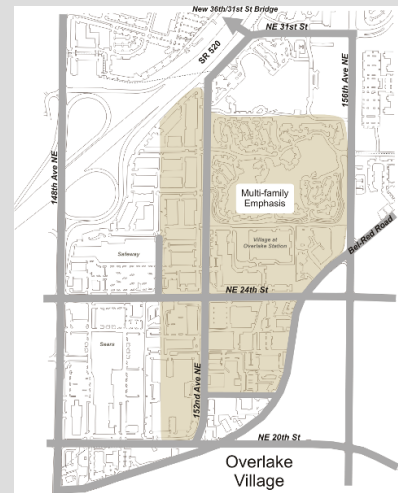
152nd Avenue NE will become the heart of Overlake. Neighborhood-scale retail incorporated in mixed-use developments will impart a distinctive character and a lively pedestrian environment along this corridor. Unlike a traditional main street, 152<sup>nd</sup> Avenue NE will transition into a busy, vibrant corridor that supports a variety of activities. With housing, retail, open spaces, mass transit, and bike lanes, this corridor will become a hub of activity within the Overlake Neighborhood. Supported by multi-modal transportation options, special street features, and public open spaces described in the following sections, 152nd Avenue NE will become a true community place and neighborhood center.





**L-2 Develop multi-family as the majority use along 152<sup>nd</sup> Avenue NE and in the eastern portion of Overlake Village.**

Multi-family development in Overlake Village is the essential ingredient necessary for the area’s evolution into the envisioned vibrant, 24-hour mixed-use village. Participants in the Design Workshop and Open House held in 2006 recognized that the eastern portion and area along 152<sup>nd</sup> Avenue NE, pictured to the right, is the neighborhood’s best opportunity to attract residents to the area due to its location within this core and proximity to transit options and the employment center. Because of the critical importance of attracting residential uses in this area to achieving the community’s vision for Overlake, the plan requires residential uses to be a minimum of 50 percent of a development, measured in gross square footage of proposed uses in the multi-family emphasis area. Regional retail is best suited for the western portion of Overlake Village along its highest visibility and highest trafficked corridors. In this western area, residential uses are required as a minimum of 25 percent of new developments.



**L-3 Encourage small, local businesses to remain in the neighborhood.**

The City should continue to work with Overlake’s diverse local businesses to ensure that this diversity can be retained. The plan provides an incentive for developers (in the form of additional floor area and building height) to incorporate a percentage of ground floor retail space at below market rate in order to provide affordable retail space for small, local businesses in the area. This incentive program is discussed in more detail in L-4.

**Greener, Sustainable Growth**

As Overlake transitions, its goal is to grow “greener”, or to lessen the impact of its growth on the environment. The Master Plan incorporates the following strategies to encourage sustainable growth:

- Transitioning to more efficient urban form; from low density development and surface parking to compact mixed-use buildings and underground parking
- Accommodating residential growth close to jobs and amenities, rather than on more distant or “greenfield” sites
- Creating a robust multi-modal transportation system and comprehensive program to reduce single occupancy vehicle trips
- Encouraging low-impact and green building techniques.
- Enhancing livability with programs to increase the area’s green character, such as the addition of street trees and landscaping
- Installing park areas and open spaces
- Encouraging creative approaches to conserve water and treat stormwater





*A bonus will be offered to developers building public plazas adjacent to retail development.*

Floor Area Ratio, or "FAR", is the relationship between building area and land area. A floor area ratio of 1.0 means one square foot of building area for each square foot of land area.

#### **L-4 Tailor the Incentive Program Offered in Overlake Village.**

The community desires a number of features in Overlake Village to enhance its character and overall livability, including residential uses, publicly accessible open space, underground parking, and sustainable approaches to energy use and construction. Additional building height and/or development capacity are proposed as incentives for private developers to provide these "extras" that will benefit all of Overlake.

Similar to the City's existing bonus programs, the incentive program allows additional stories of development (up to a total maximum of eight stories) and/or an increase in the allowed Floor Area Ratio in exchange for desired public amenities. These amenities include:

- LEED or comparable built green certification
- Below- or above-grade parking wrapped with active uses
- Residential majority use (over the required minimums)
- Affordable housing over the required minimum
- Dedication of plazas or small parks accessible to the public
- Master planning for large sites or enhanced site planning for small sites to incorporate elements important to Overlake
- Affordable retail space, with an emphasis on retaining existing businesses

The incentive program also allows a wider range of commercial uses as a bonus for provision of certain public amenities. The incentives associated with these amenities are discussed in more detail in the Overlake Neighborhood section of Redmond's Community Development Guide.

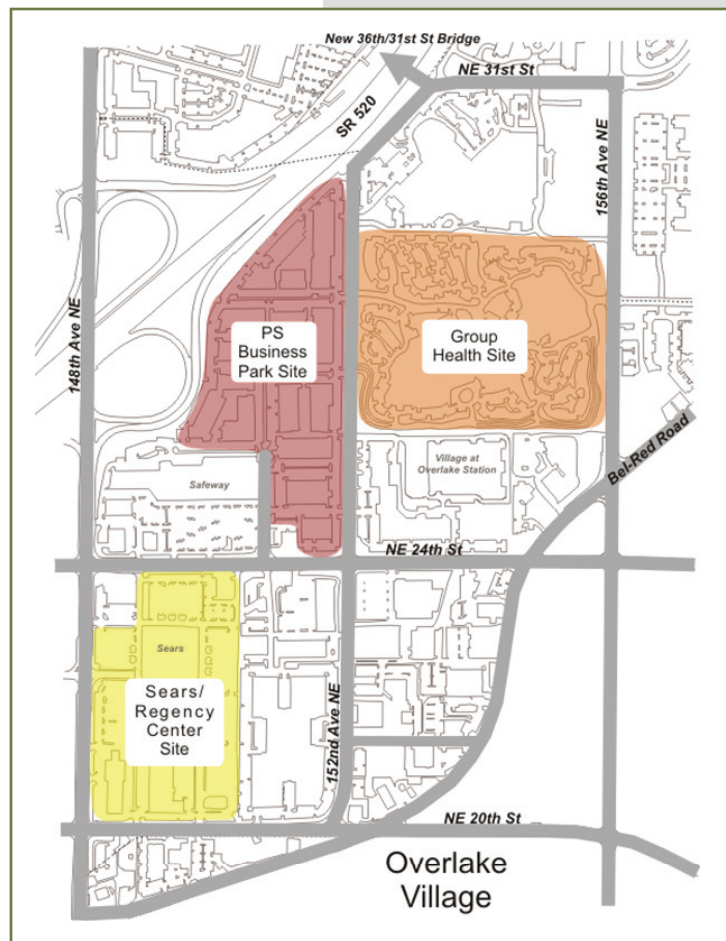
### L-5 Take a coordinated approach to development of three Cornerstone Sites.

The community identified three critically important parcels in Overlake Village: the Group Health, Sears/Regency Center and PS Business Park properties. As these sites total 69 acres, or 47 percent of the district, the plan requires these three sites to develop master plans prior to any proposed development because coordinated redevelopment will set the tone for the entire Overlake Village.

- The PS Business Park and Group Health parcels are located along the 152<sup>nd</sup> Avenue NE corridor, close to a future light rail station and Bus Rapid Transit.

Redevelopment of these properties provides opportunities to incorporate a diverse mix of uses, lively street frontage, a good-sized community open space and a regional stormwater facility. Master planning of the Group Health site also provides an opportunity for sensitive design to conserve groves of existing trees.

- The Sears/Regency Center site is also a neighborhood cornerstone; redevelopment of this site has the opportunity to provide a more pedestrian-friendly lifestyle retail center and signature stormwater facility (discussed in more detail in the Open Space section). Master Planning of these properties will ensure a coordinated approach to development that meets community goals.



At a minimum, these master plans should contain the following elements:

- Site plan indicating proposed land uses
- Transportation and circulation plan indicating the layout and conceptual design of streets, pedestrian pathways, parking, and transit facilities on site and connections to adjacent sites
- Preliminary plan for infrastructure improvements
- Location of parks, open space, and any cultural facilities
- Identification of Environmentally Sensitive Areas
- Landscaping and tree retention concepts
- Design concept that is in conformance with the neighborhood's design standards
- Approach to sustainable design
- Height and bulk study that demonstrates how building mass and scale relate to open spaces, pedestrian pathways, streets, and other buildings
- Analysis of shading effects of taller buildings
- Phasing plan for bonus features and affordable housing

In exchange for completing the required master plan, sites within master planned areas will be given a bonus of an additional story of height for half of the buildings developed.



**L-6 Provide additional incentives to obtain special amenities on the Cornerstone Sites.**

Special community amenities are desired on the Cornerstone Sites including significant multi-function open spaces and regional stormwater facilities. These amenities are estimated to require between two to four acres (or between 8 and 19 percent of a site) dedicated to community uses. The character and design of these amenities is described in the Open Space and Natural Features section.

Additional building height and development capacity will be provided as an incentive for private developers to provide space for these “extras” that will benefit all of Overlake. This special incentive program allows additional stories of development (up to a total height of nine stories for the Sears/Regency and PS Business Parks properties and up to ten to twelve stories for the Group Health site) and an increase in the allowed residential and commercial Floor Area Ratio, in exchange for dedicating adequate acreage for the desired civic amenities.

**Create a place where people want to live.**

One of the most important changes in Overlake will be the transition of Overlake Village from a retail and office center to a 24-hour mixed-use neighborhood. Residents are the essential ingredient for this transition.

To attract residents to Overlake Village, the neighborhood needs to offer amenities common to great residential neighborhoods: pleasant walking streets, neighborhood-oriented retail and services, transportation options, open spaces, trails and a well-designed, attractive built environment.





**L-7 Revise development standards and establish design guidelines.**

Revised development standards and detailed design guidelines will help to ensure that development in Overlake contributes to a unique character, the creation of a sense of place and supports other key goals including sustainable development, provision of open space, and transportation connections.

## Employment Area

**L-8 Establish a phased approach for potential increases in commercial square footage.**

Two objectives that underlie Redmond's citywide growth strategy are providing additional opportunities for people who work in Redmond to also live here and making walking, bicycling, and transit desirable ways to travel for work and other trips. The community has strongly supported linking potential increases in zoning capacity in the Employment Area to progress on these two objectives. In addition, citizens have emphasized the need for other services and facilities to adequately support community needs. The approach for phasing increased zoning capacity in the Employment Area should be based on progress on the following measures:

- The pace of new multi-family residential development in Overlake. A 2005 residential market analysis for Overlake projected demand for 160 to 200 new dwellings per year through 2030.
- Progress on regional transportation improvements. For example, final phases of commercial development capacity increases could be linked to full funding and completed design of light rail transit service to Overlake.
- Implementation of transportation improvements and multimodal goals for Overlake.
- Adequacy of parks, emergency services, and other needs to serve a growing daytime population.

The existing agreement between Redmond and Bellevue regarding new commercial development in Overlake and the Bel-Red Corridor, and corresponding transportation improvements, expires in 2012. The two cities have committed to undertake the technical and policy work needed to update the agreement in 2008.

**L-9 Support Opportunities for Multi-Family, Limited Retail Development in the Employment Area.**

Within the Employment Area, multi-family development as part of mixed-use developments is encouraged because it will allow people to walk to work, thus encouraging a healthy lifestyle and reducing vehicle trips. Small-scale retail development will serve the large number of employees within the area by providing places to eat lunch and run errands. Destination or regional retail is discouraged in the Employment Area.

## Residential Area

**L-10 Continue to protect the character of nearby residential neighborhoods.**

Maintain transitions between the residential neighborhoods and the Employment Area. Within the Employment Area, use techniques such as limits on building height, requirements for landscaping and buffers, and controls for noise and lighting.

**L-11 Improve access to open space in residential neighborhoods.**

Provide access to Marymoor Park via trails along creeks. Improve bike connections throughout the neighborhood.

## Neighborhood Wide

**L-12 Designate key nodes and gateways within the neighborhood.**

Gateways indicate where Overlake begins and ends and help form a solid identity for the neighborhood; they can also be coordinated with the City of Bellevue to communicate continuity across jurisdictional borders. Special street light treatments with signage are proposed at key intersections marking a gateway. One large evergreen tree could be placed at each gateway to act as a landmark for the neighborhood. Key gateways include:

- The proposed stormwater and open space feature at 148<sup>th</sup> Avenue NE and NE 20<sup>th</sup> Street
- The intersection of NE 24<sup>th</sup> Street and Bel-Red Road
- The intersection of NE 40<sup>th</sup> Street and Bel-Red Road
- The intersection of NE 40<sup>th</sup> Street and 148<sup>th</sup> Avenue NE

Nodes represent key points within the neighborhood because of important transit connections or central retail areas. They help create a unique identity and will help connect the three distinct areas within the neighborhood. Distinctive street treatments and signage should be used to mark the following significant nodes:

- The intersection of 156th Avenue NE and NE 40th Street with the planned high-capacity transit/light rail station at 40<sup>th</sup>, and potential for residential and some retail uses
- The intersection of 152nd Avenue NE and NE 24th Street, due to its proximity to a planned high-capacity transit/light rail station in Overlake Village

### Create a sense of place.

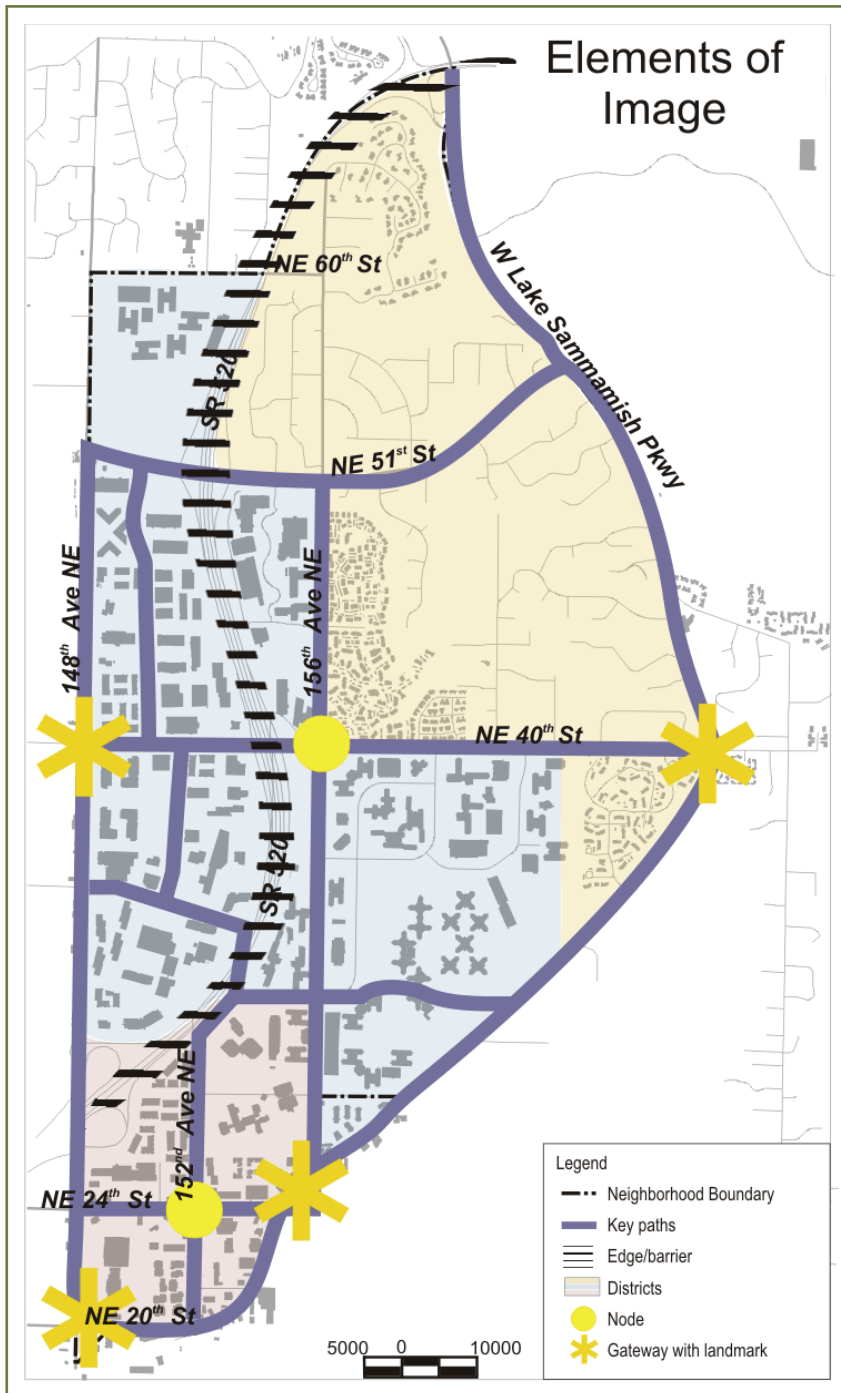
Today, Overlake lacks a cohesive, recognizable image. It is difficult to define the neighborhood or its center; there are no clear gateways and or intuitive connection between its districts.

Creating a sense of place, or a “there” there, is a guiding principle of this Master Plan. To achieve this, the plan develops 152<sup>nd</sup> Avenue NE in Overlake Village as the neighborhood’s linear centerpiece. This street will be distinctive in Redmond for its vibrant, diverse businesses, community spaces, and special street design. Beyond its appearance, the street will be a core multi-modal connector, potentially supporting light rail transit as well as pedestrian and bike connections.

To help unify Overlake’s districts, a consistent palette of streetscape improvements and signage will be installed throughout the neighborhood.



*A sequence of street lights with special emblems is an example of a gateway feature. Alternatively, one large evergreen tree could be placed at each gateway to act as a landmark.*



### Image of the City

Kevin Lynch, in 1960, wrote about the city image and its elements in his book The Image of the City. The key elements he identified are:

- Paths – channels along which the observer moves, such as streets, walkways, or transit lines.
- Edges – linear elements that act as boundaries or barriers.
- Districts – sections of the neighborhood which have some common, identifying character
- Nodes – points or strategic spots in a neighborhood which can be entered and are often the convergence of key paths or the focus of a district.
- Landmarks- a point reference that cannot be entered and is usually a physical object.