



BelRed Arts District

Study Session

Jesse Canedo, Assistant Director

Lorie Hoffman, Arts Community Manager

Community Development

February 13, 2023



Information

At this meeting staff will give an update on the BelRed Arts District.

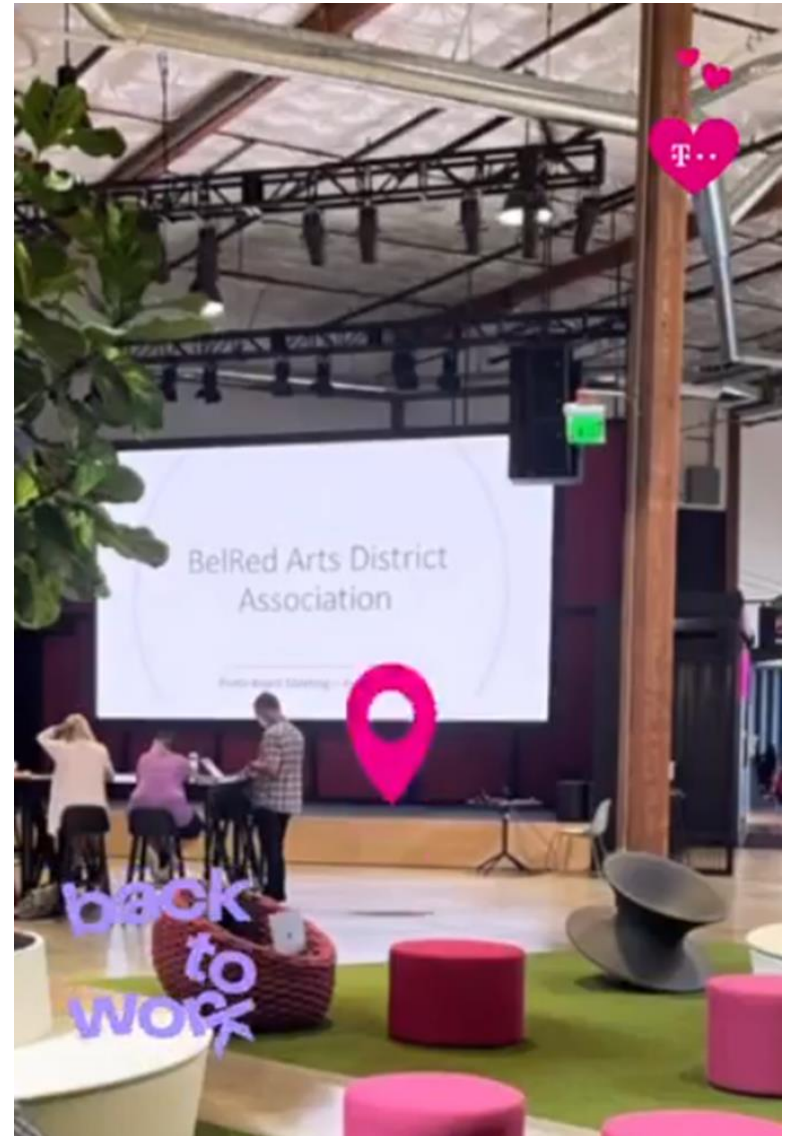


BelRed doodle map



Agenda

1. Background
2. Implementation Plan
3. Arts Market Study
4. Next Steps

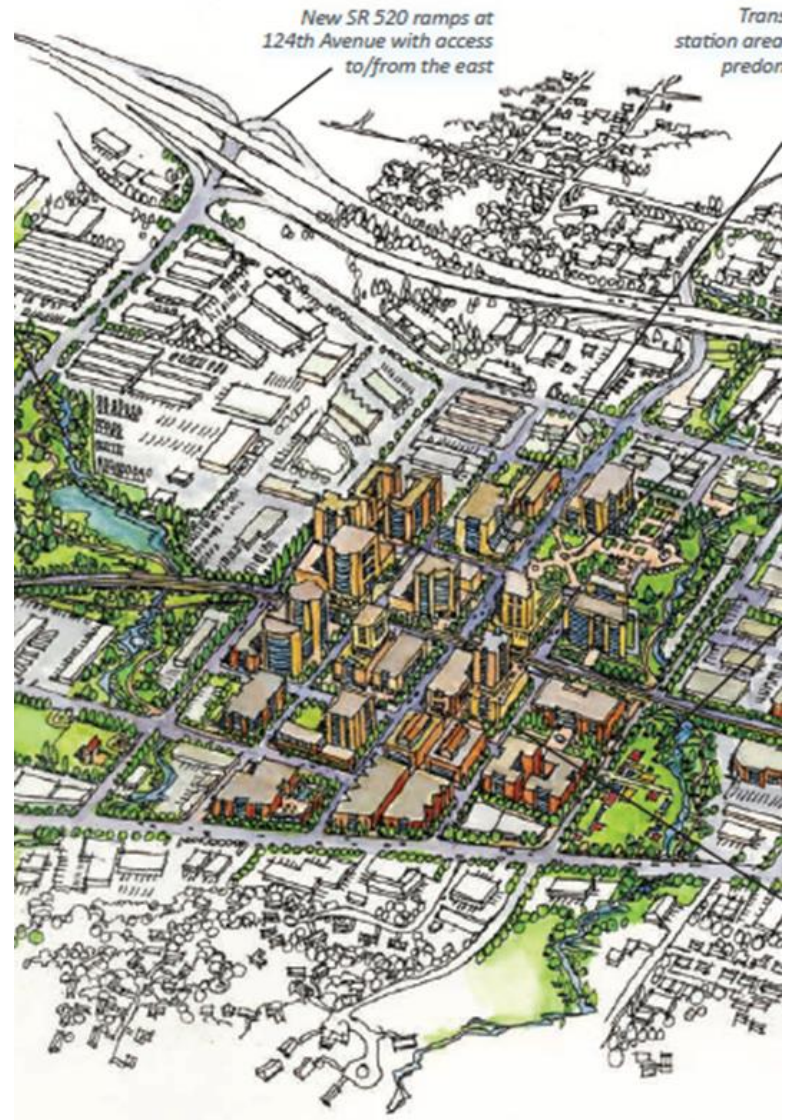


BelRed Arts District Association Meeting



Background

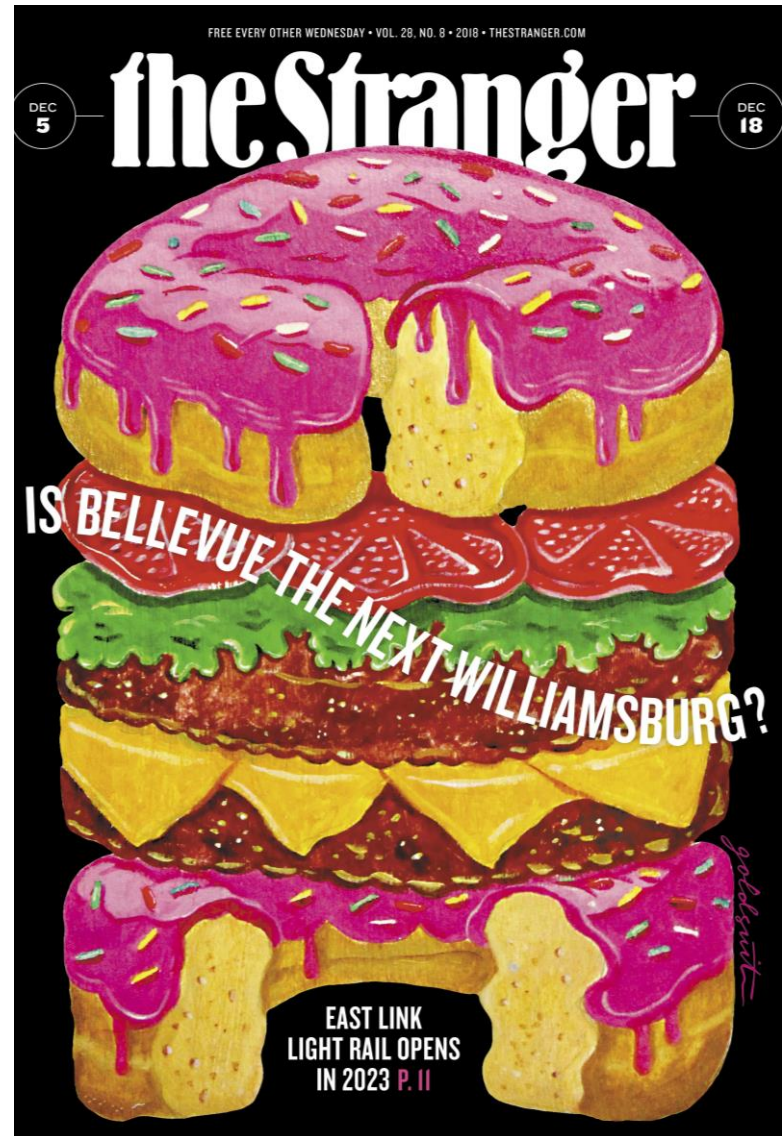
- Naturally occurring Creative Cluster
- Designated an arts/culture district in 2009
- Development of the Arts District is a key goal in the 2020 Economic Development Plan.





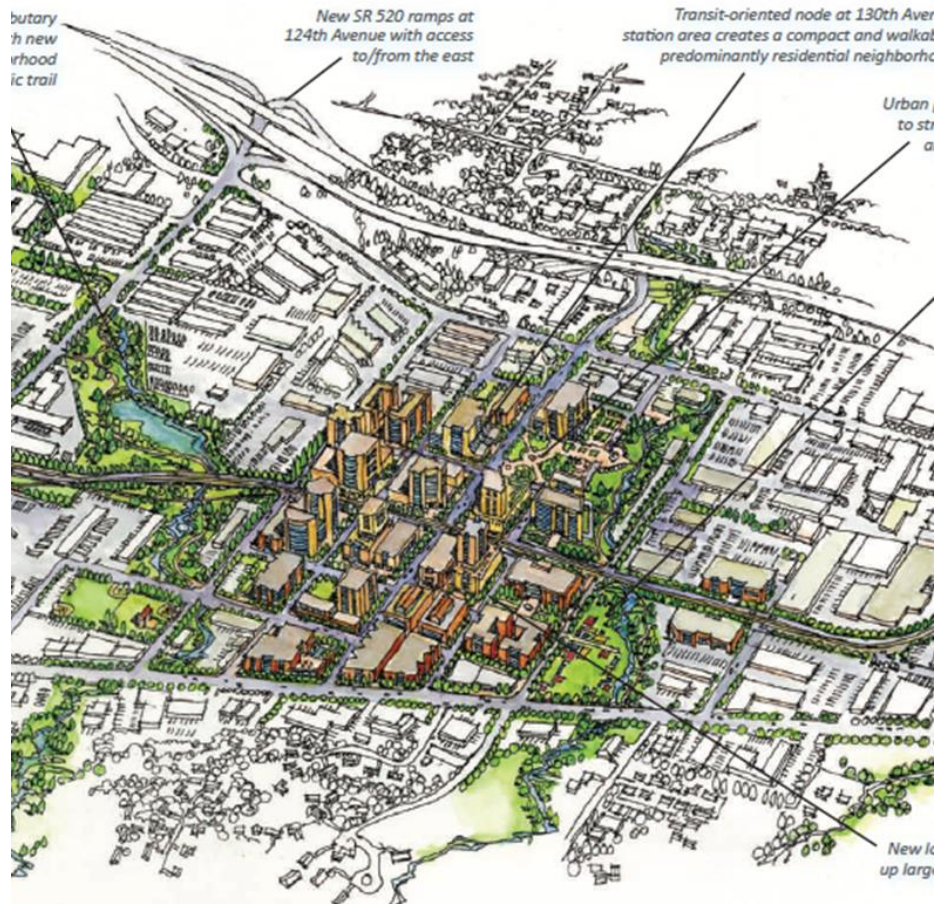
Data Driven & Passion Propelled

- 2010 BRINC: The BelRed Incubator
- 2014 Art + Technology in the PNW
- 2017 Artspace Feasibility Study
- 2018 Creative Edge
- 2020 Arts District Report
- 2022 BelRed Arts District Implementation Plan
- 2022 Artspace Arts Market Study



A Community at a Crossroads

- There is more community support for the Arts District than ever.
- Current development is both an opportunity and a threat.
- New creative businesses are opening, while others lose their spaces.
- Closing window of opportunity.





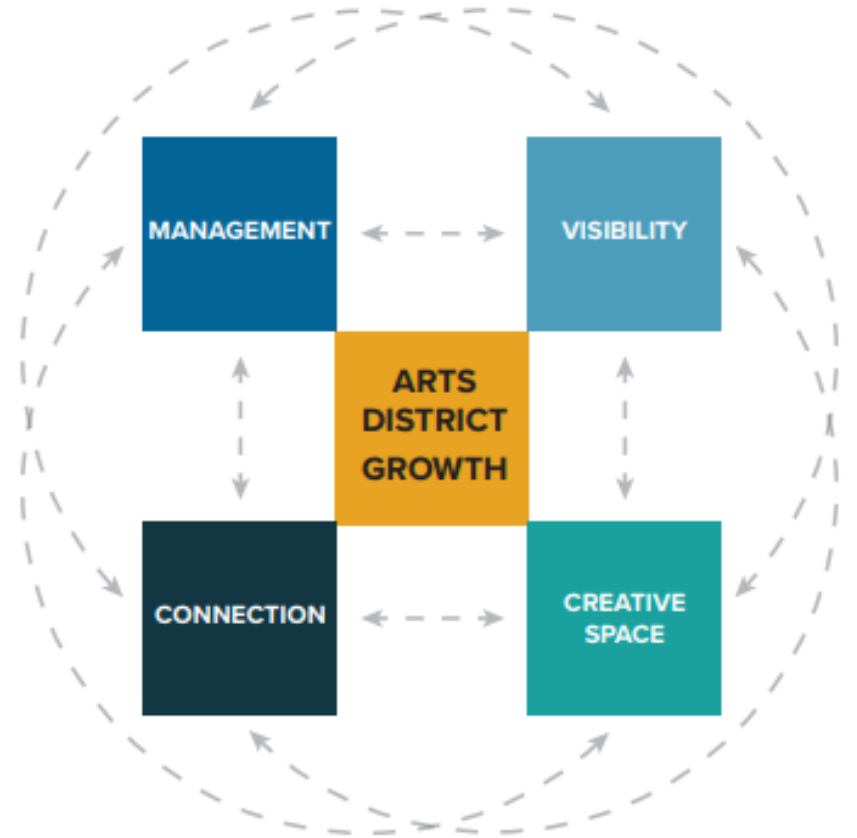
Implementation Plan

An administrative plan that gets us from here to there in the next 5 years.

Implementation Plan: 4 Strategic Areas

Outlined in the 2022
Implementation Plan.

- Management
- Visibility
- Connection
- Creative Space

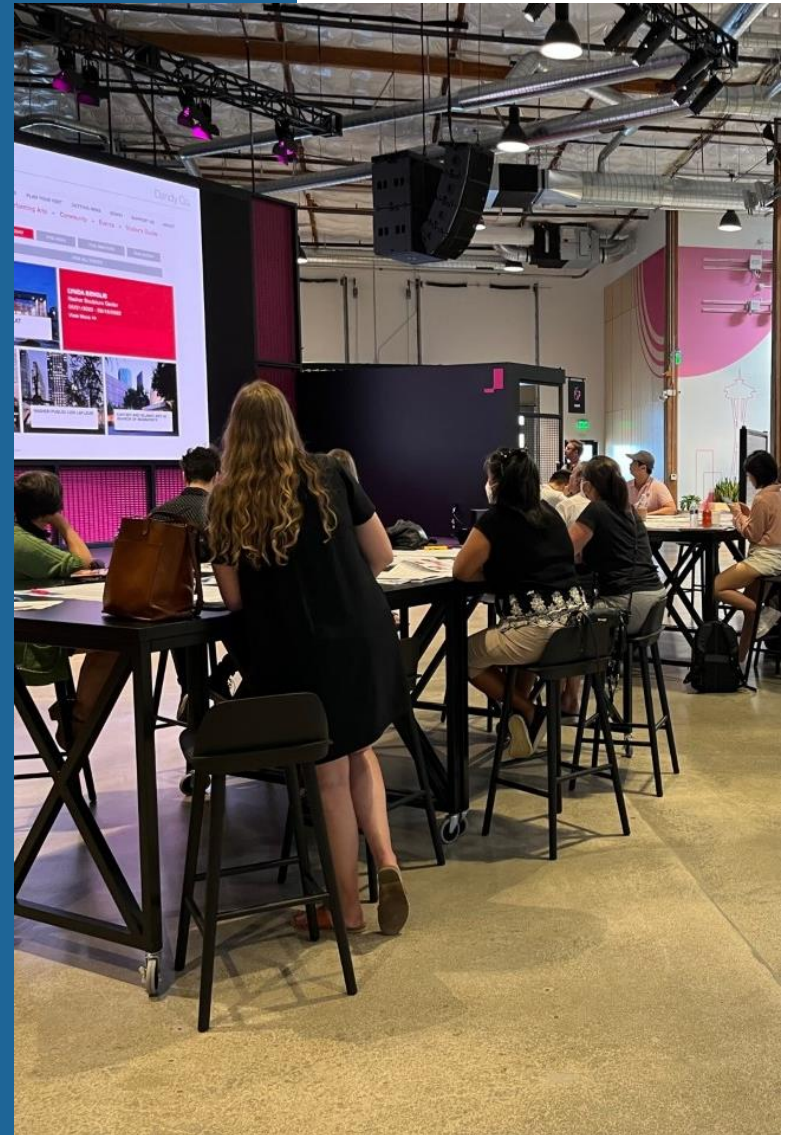




Management

Goal: The district has an active and formal managing body.

- Creative Cluster to Arts District
- Community partners and collaborative placemaking.





Management

BelRed Arts District Association “Daylighting Creativity!”

- Mission Statement: A vibrant grassroots creative district located in Bellevue, WA. One that inspires and connects everyone through music, art, dance and technology.
- Organizational charter & logo complete
- Working with local law firm on incorporation paperwork
- Website launching this month





Visibility

Goal: The district is recognizable.

- City of Bellevue Arts Grants – BelRed Bonus
- Public Art Projects along Spring Blvd.
- Mural Pilot Program
- Street Banners
- Window Signage

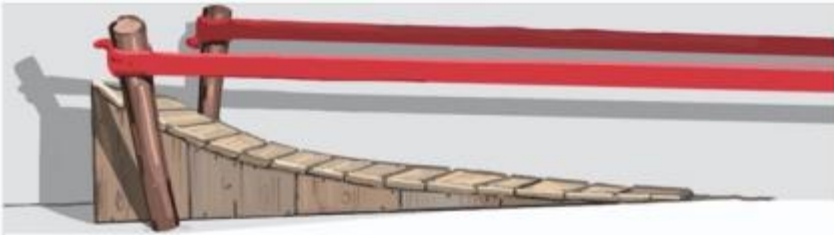


Visibility - Murals





Draft designs by Will Schlough



Visibility – Public Art

- 130th & Spring Blvd.
- Interactive artwork by Po Shu Wang
- Installation in late 2023 or early 2024



Visibility – Public Art

- NE 12th St. & Spring Blvd.
- “Rooted” by Jill Anholt.
- Final designs will come to Arts Commission & Council in 2023

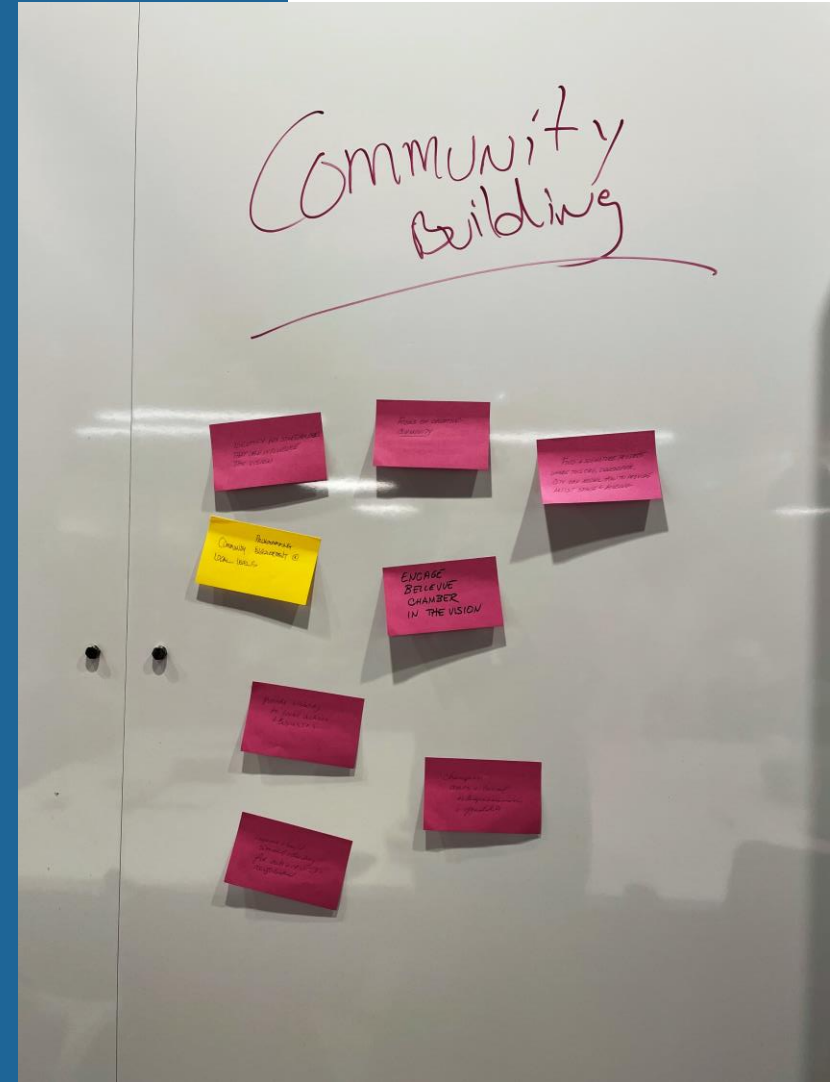




Connection

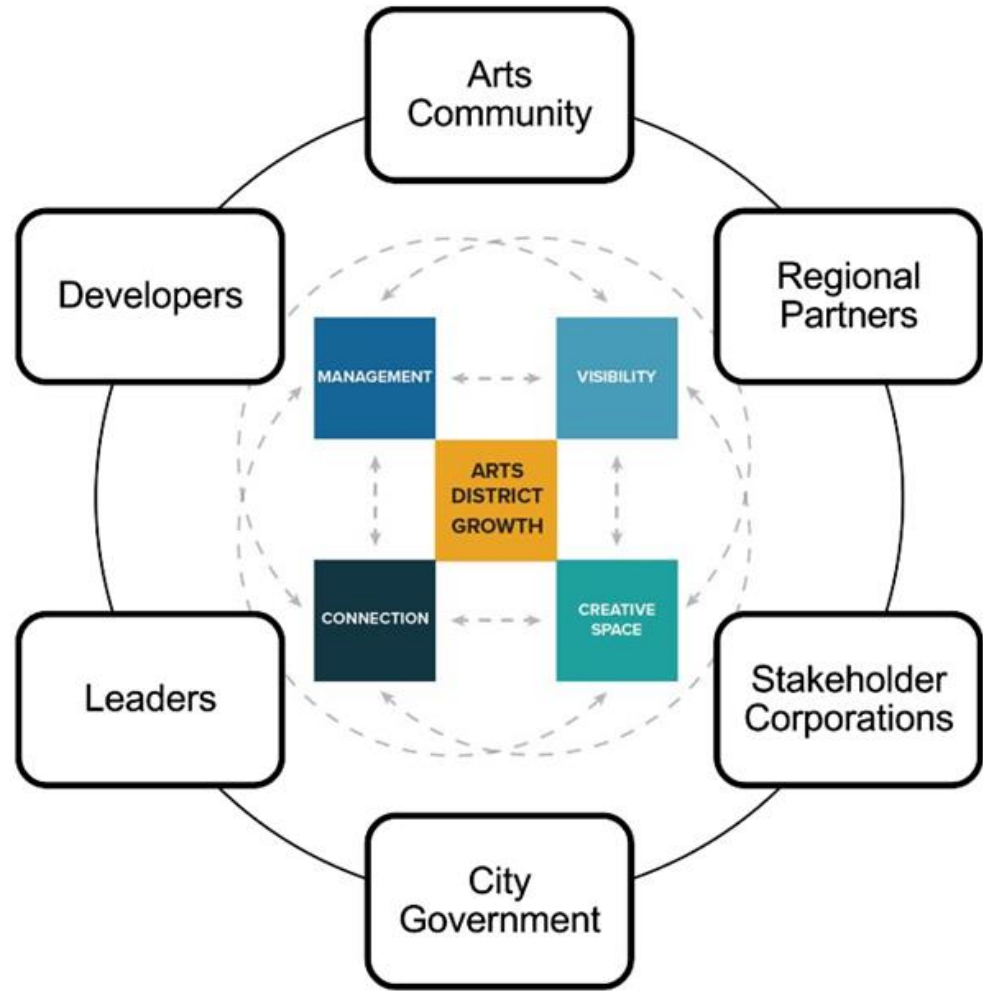
Goal: The district is seen as a place to come together, innovate and experience art, culture, and creativity.

- BelRed Roadshow
- Creative Business Owner door-knocking and support services



Connection

- One City
- One Community





Creative Space

Goal: New creative spaces are being built, and existing ones remain available and affordable.

- Borders & Boundaries Discussions
- BelRed Look Forward
- Advocating for creative spaces in new development
- Artspace Consulting // Affordable Artist Housing



Theatre33 construction in BelRed.



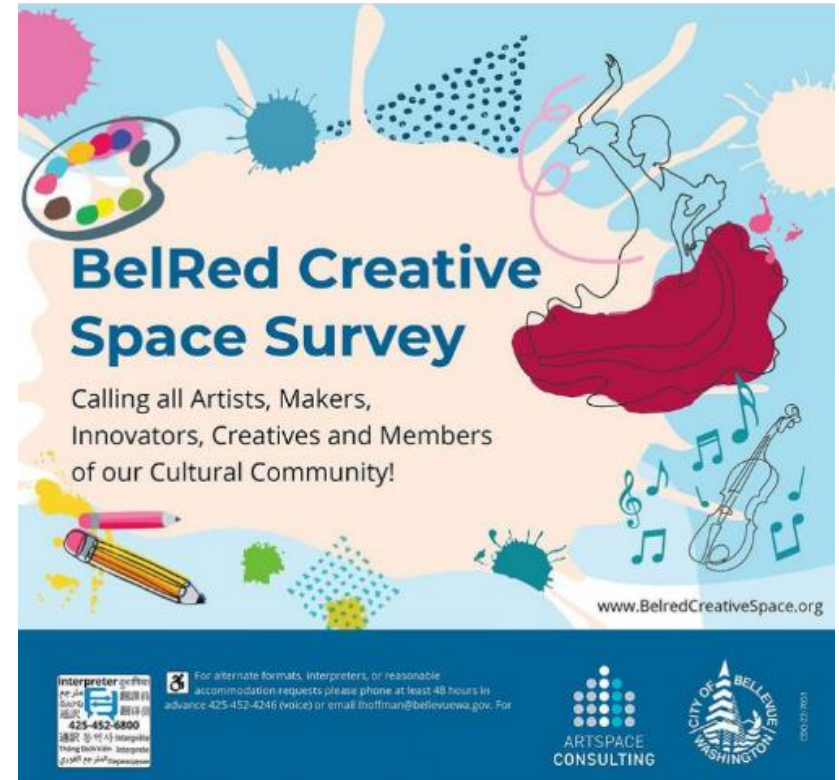
Arts Market Study

A closer look at affordable artist housing and creative commercial space needs.



Arts Market Study

- BelRed Creative Space Survey for Artists.
- Focus Groups with Arts Organizations/Creative Businesses



BelRed Creative Space Survey

Calling all Artists, Makers, Innovators, Creatives and Members of our Cultural Community!

www.BelredCreativeSpace.org

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For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-4246 (voice) or email h.hoffman@bellevuewa.gov. For

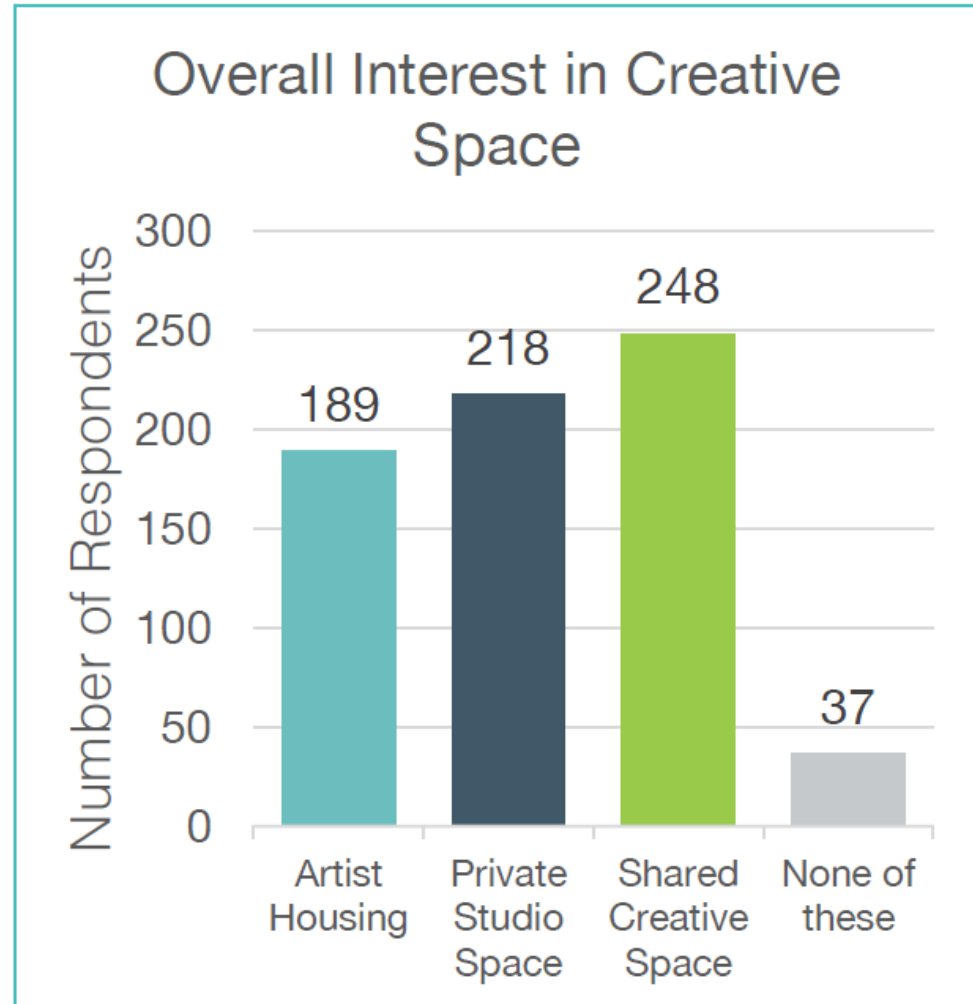
ARTSPACE CONSULTING

CITY OF BELLEVUE WASHINGTON

030-01-7021

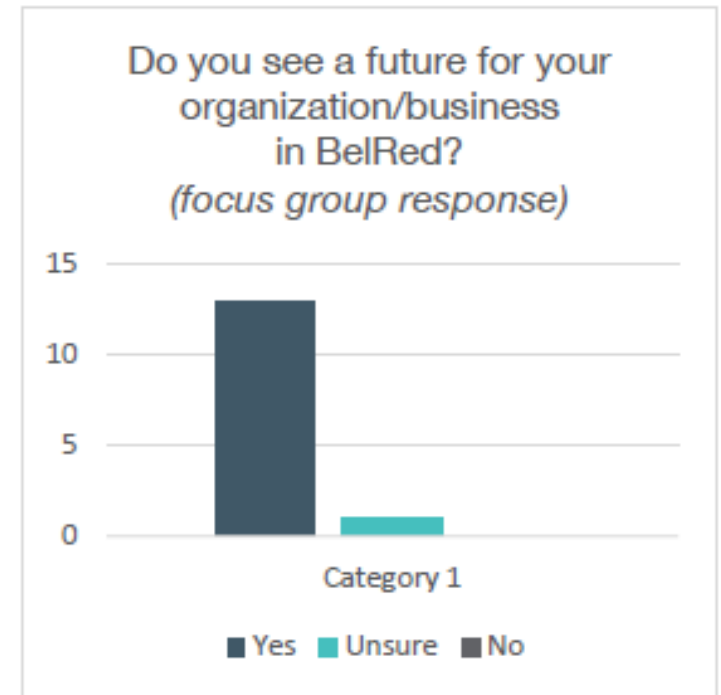
Results and Findings

- 437 survey respondents
- 400 (92%) indicated an interest in at least one type of affordable creative space
- Surveys were completed by a broadly diverse group of individuals representing more than 30 creative fields.



Study Recommendations

- A mix of affordable artist housing with majority **at or below 60% of AMI**
- Prioritize free shared spaces for residents that support **exhibitions, teaching, and small performance**
- **Up to 74 private studio spaces** in addition to live/work housing
- Shared **specialized creative spaces**, could include a gallery, drawing studio, workshop space, rehearsal space, or artisanal light-industrial



Focus group attendees were enthusiastic about their future in BelRed

Next Steps

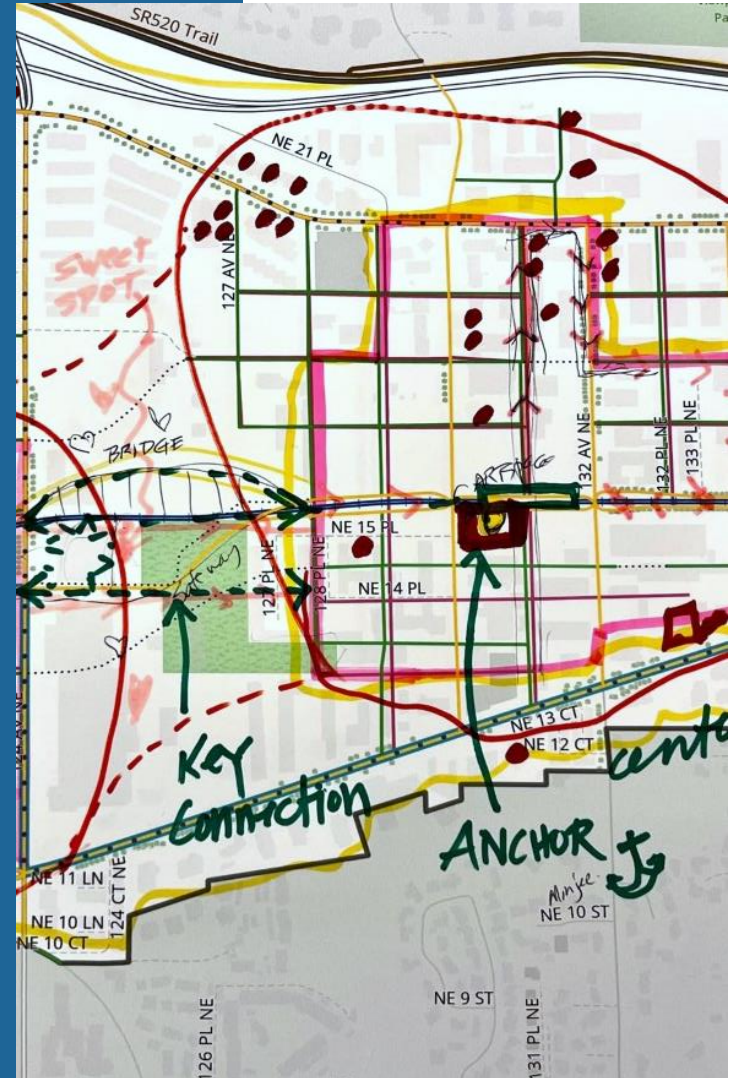
- Continue to encourage creative, economic, and cultural growth in the BelRed Arts District.
- Use the Arts Market Study to pursue Private Public Partnership opportunities.
- Activate public spaces in the District.
- Bring signage and visuals to the District.





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BelRed Doodle Map



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