

## BelRed Subarea Vision

The BelRed corridor in 2044 will be an area that is unique within the city of Bellevue and the entire Puget Sound region. It will be an area where thriving businesses will be adjacent to, and sometimes mixed with, livable neighborhoods, all served by a multimodal transportation system that connects the area to the greater city and region. The area will also be distinguished by environmental and community amenities that will serve residents and employees in the area, as well as residents from surrounding neighborhoods and the entire city. The area will transition gracefully over time, with existing businesses finding new ways to thrive while new types of development occur as conditions warrant.

Specifically, the area will be distinguished by the following attributes:

- **A thriving economy:** BelRed will be home to major employers, types of businesses and employment sectors unique to this part of Bellevue, and services that are important to the local community.
- **Vibrant, diverse, and walkable neighborhoods:** BelRed will contain a broad range of housing types to meet the needs of a diverse population of varied income levels. Neighborhoods will have a pedestrian friendly and walkable character, with convenient access to shopping, jobs, and community amenities, and will also be well connected to the larger city and region.
- **A comprehensive, connected parks and open space system:** BelRed will have a park system that serves residents, employees, and visitors of the area, and provides recreation and open space benefits for the surrounding community as well. System components will include trails along stream corridors, urban and natural open space areas, community facilities, community and neighborhood parks, and cultural/arts features.
- **Environmental improvements:** Redevelopment of the corridor will result in major environmental improvements, including rehabilitated riparian corridors, enhanced wetlands, greater tree canopy and green space, removal of fish passage barriers, improved stream water quality, and more environmentally sensitive approaches to managing stormwater and other natural resources.
- **A multimodal transportation system:** BelRed's transportation system will take maximum advantage of its proximity to Downtown Bellevue and Overlake Village by providing convenient access and short travel times within and outside the corridor for drivers, transit riders, vanpools and access vans, bicyclists, and pedestrians, while minimizing spillover

traffic impacts on adjoining neighborhoods.

- **A sense of place:** BelRed, and the neighborhoods within it, will have a distinct ambience different from Downtown Bellevue, Overlake Village, or other surrounding neighborhoods. The area will celebrate its natural environment, creative constituents, and agricultural and ethnic heritage while new intentional developments and open spaces will create a unique experience for residents, employees, and visitors.
- **A unique artistic and creative destination:** BelRed will provide a one-of-a-kind cultural experience on the Eastside, featuring a thriving arts and creative community in the BelRed Arts District. Artists, arts and cultural organizations, and creative businesses will have access to affordable space to create, perform, sell their wares and present their creative works. BelRed will be a place that leads in innovation, experimentation, and collaboration in creative pursuits as is reflected in its organizations, businesses, artists, and art-filled public realm.
- **Appropriate scale of development:** Development and redevelopment in BelRed will complement, not compete with, Downtown Bellevue, and will provide graceful transitions in scale in areas adjacent to lower density residential areas.
- **Timing of development:** As the BelRed corridor redevelops over time, provision of transportation and other infrastructure and public amenities (such as parks) will occur concurrently with or in advance of development.
- **Sustainability:** New neighborhoods, buildings, streetscapes, parks and open spaces, environmental enhancements, and infrastructure will support the land use vision and be planned, designed, and developed using state-of-the-art techniques to improve the natural and built environment and create a more livable community.