

Bel-Red Subarea Naming

The adoption of the Bel-Red Subarea Plan in 2009 led to a city-commissioned 2011 ZGF Architects report that provided additional guidance for the character and design of new development. This guidance was drafted to assist in the design and of street projects and to be an advisory tool for redevelopment. One item in the report concerned the name of the area and recommended transitioning from BEL-RED, as shown on street signs, to a neighborhood place name of BelRed. This was identified as a small, but valuable, step in unifying the character of the area and working towards a sense of place.

The name “Bel-Red” is an abbreviation stemming from the formal street name of Bellevue-Redmond Road. As a neighborhood, the area will no longer be a route between two cities, Bellevue and Redmond, but its own place.

A similar example is the city of SeaTac. The airport’s official name is the Seattle-Tacoma International Airport and it is commonly referred to as Sea-Tac Airport. When the city around the airport incorporated it chose the name SeaTac, with no hyphen. The change to BelRed follow a similar logic.

The update of the Comprehensive Plan and the BelRed review process were seen as the appropriate time to formally consider this change. At the Council’s direction, the non-hyphenated “BelRed” could be applied to the Comprehensive Plan with this update. Codes and other documents could be updated with other projects. The non-hyphenated name is called out on the slides for the new neighborhoods map presented to Council.

With confirmation of the final Comprehensive Plan changes, staff will seek Council direction whether to use the proposed non-hyphenated version or retain the original hyphenated version. If the hyphen is removed it will be recorded in the Comprehensive Plan ordinance.

Excerpts from the August 2011 ZGF report:

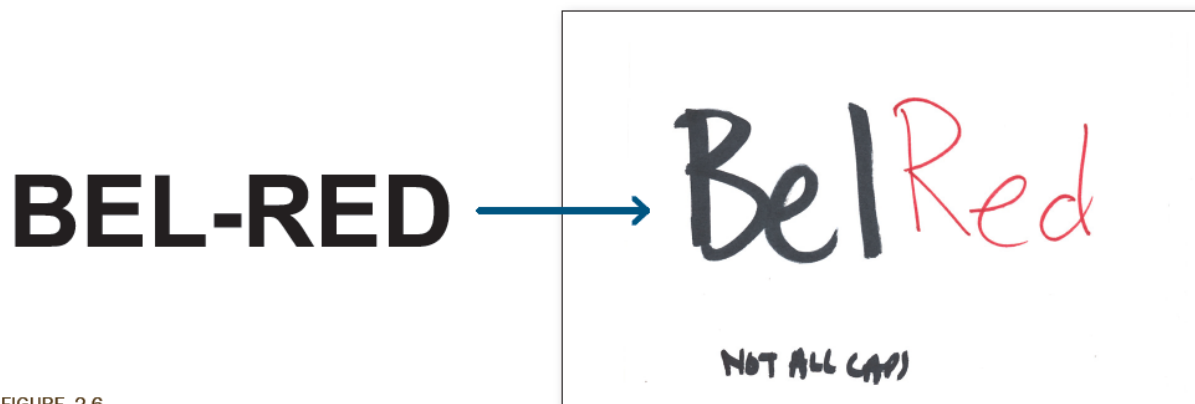


FIGURE 2.6

Font Selection and Preferred Typographic Applications

A number of fonts were discussed during the workshop process for this plan. Preference was expressed for a very clean, modern-looking typography. This font would be utilized alongside the graphic, in signage, and any other media representing BelRed.

Font Selected: **Franklin Gothic**

Typographic Application:

BelRed

FIGURE 6.3

BelRed

FIGURE 6.4

Graphic Options Explored



Industrial and Natural

This pattern merges the repetition and regularity of industry to the sinuous forms of BelRed's riparian corridors.

FIGURE 6.11

