



DATE: June 2, 2016
SUBJECT: BelRed Look Back
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What is the BelRed Look back?

The “BelRed Look Back” is a review of what has been implemented in the BelRed Subarea since adoption of the Subarea Plan/Code. In 2009, after four years of public outreach and study, the City Council adopted the BelRed Subarea plan along with land use code regulations to facilitate the area’s transformation from an underutilized light industrial area to a collection of mixed-use neighborhoods with thriving businesses, residences and green spaces clustered around East Link’s light rail stations.

Today, with the BelRed Look Back, the city is inventorying what has happened since 2009 to identify implementation strategies that are working well and those that may need adjustment to more effectively achieve the city’s vision for BelRed.

Project Scope and Schedule

May – During the first phase the city inventoried public and private investments that occurred in BelRed since adoption of the plan, including development of commercial and residential space, transportation facilities, parks and open space, environmental enhancements, and arts and culture.

June – In the second phase the city will gather feedback from stakeholders including property owners, businesses, residents and developers on areas that have presented challenges. City boards and commissions will be informed of the BelRed Look back and stakeholders will be invited to join a focus group to discuss progress and challenges they have had to date. **Focus groups meetings will be held on the following dates at Bellevue City Hall. They will all cover the same information. Please RSVP to Emil King at eaking@bellevuewa.gov if you’d like to participate in one of them.**

Focus Group Dates

- **Wednesday, June 15, 12:00 noon to 1:30 pm**
- **Thursday, June 16, 6:00 pm to 7:30 pm**
- **Friday, June 17, 8:00 am to 9:30 am**

Late July/August – Combining knowledge gained from the initial phases, staff will recommend a scope of work to the City Council by the end of summer, identifying key strategies that need adjusting. Some modifications may be quick and easy, while others will require further study. The recommended scope of work will identify both, and lay out next steps for the city to take.

How to Stay Engaged

If you would like to be added to the interested parties list, submit comments or have any questions, please contact Emil King, strategic planning manager (eaking@bellevuewa.gov or 425-452-7223). The project website is: www.bellevuewa.gov/belred-look-back.htm

