



# MEMORANDUM

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DATE: June 8, 2007

TO: Bel-Red Corridor Project Steering Committee

FROM: Kevin O'Neill, Transportation (425-452-4064)  
Kevin McDonald, Transportation (425-452-4558)  
Emil King, PCD (425-452-7223)

SUBJECT: Vision for Bel-Red Corridor--Agenda Item 3

At the May 3 meeting, the steering committee spent time talking about their vision for the area. Adopting a preferred vision statement provides the committee with an opportunity to articulate components of the preliminary preferred, and ultimately final preferred, alternative in a way that elaborates on what is shown in the preferred alternative map graphic.

Based on your discussion on May 3, a draft vision statement is attached for your review. Staff will be asking for committee direction on this at the June 13 meeting. The committee can adopt this as a vision statement either as is, or with amendments. It is important to note that, based on subsequent deliberation by the committee on the final preferred alternative, the vision statement could be revised at a future date prior to the committee's final recommendation to City Council.

The draft vision statement is essentially consistent with an earlier draft that was sent to the committee in May. Some revisions have been made based on comment suggested by some committee members. Most of the comments suggested fairly minor tweaks in language; the most substantive change was a suggested addition to the "attributes" list regarding appropriate scale of development.

The opening paragraph of the draft vision statement is intended to capture, and memorialize, reasons why this project was initiated. As noted earlier, these were:

- There has been a land use transition occurring in the area over the past several years, but it has been occurring in an unfocused manner. The overall subarea plan for Bel-Red has not been updated in a comprehensive manner since the late 1980s, and tremendous change has occurred since then within the city and the broader regional context. If the City does not act to provide clear direction for the area, the area will continue to be changed by piecemeal development, as opposed to developed under a broader, more comprehensive vision.
- This area has seen some economic stagnation over the past 10 years, and a slight loss in employment since 1995. There is a need to consider future land use for this area and articulate this area's role in the City's overall growth and economic development strategy
- The project presents an opportunity to influence decisions being made by Sound Transit on high capacity transit in the corridor. Since the time the project began, this has developed into the East Link light rail project that will likely be part of the RTID/ST2 package. The project also presents opportunities to improve overall mobility within the area, and between the study area and other surrounding parts of the city and the region.

The rest of the vision statement is based on the themes and ideas that were articulated by the committee during your discussion on May 3. The draft vision statement is intended to be fairly concise, so that your vision for the area can be communicated in a fairly easy manner, but still comprehensive enough that it incorporates the key elements that should be part of the vision.

### **Committee Action**

At the meeting, staff will be looking for direction from the committee on whether they wish to adopt the vision statement as drafted, or an amended version. If the committee adopts this, it could be cited in the Final Environmental Impact Statement and incorporated in briefings on the project to City Council, City boards and commissions, and the broader public. Once the committee adopts a vision statement, it can also be revised in the future prior to the committee's final recommendation to City Council.

Please let us know if you have questions or comments prior to the meeting.

Attachments:

- Draft Vision Statement—June, 2007