

Bel-Red Corridor Project Planning Principles

1. **Long-Term Vision.** The preferred vision resulting from this project should be long-term, ambitious, and rooted in reality, providing clear direction for the future of the Bel-Red area.

Lacking a clear vision, the area will likely continue to see piecemeal, uncoordinated change, and the loss of its full potential.



2. **Economic Vitality.** This project should establish a solid and dynamic economic future for Bel-Red, enhancing the area's existing strengths and its future potential.

While portions of Be-Red have been in transition, the area has many strengths to build upon. These include its proximity to the regional hospital medical complex, and its strategic location between Downtown Bellevue and Overlake, two of the most dynamic economic centers in the region.



3. **Differentiated Economic Niche.** Bel-Red should provide for future growth of jobs and firms that have significant potential for expansion, and which are not well accommodated in other parts of the city.

The area should enhance the City's overall economic health while creating land use forms and densities that are not likely to be found in other city employment centers, particularly Downtown Bellevue.



4. **Building from Existing Assets.** This project should build on existing assets of the corridor, including the large number of viable, successful businesses in the area.

Bel-Red is a major employment center with hundreds of successful businesses, including many small businesses. While the goal of the study is to define a long-term vision, the needs of existing businesses should be acknowledged and respected.



5. **High Capacity Transit as an Opportunity.** This project should approach High Capacity Transit as a significant opportunity to both enhance mobility and affect desired land use change. HCT can be a very significant development for Bel-Red, in that it can create entirely new transportation capacity and facilitate a series of land use changes. This project will determine the optimal route, number and location of HCT stations that realize these opportunities.



- 6. **Land Use/Transportation Integration.** *Given the importance of maintaining a well balanced transportation system, and the inter-dependence between transportation and land use, this project should closely integrate land use and transportation planning.*

Important outcomes will be a land use vision that limits the number and frequency of drive-alone trips, and a set of multi-modal transportation improvements that will accommodate growth, and provide mobility to and within the corridor.



- 7. **Community Amenities and Quality of Life.** *The Bel-Red plan should protect existing natural resources and community amenities, and identify an extensive package of new amenities for the area.*

Identifying amenities like parks and open space, community gathering places, and cultural features that will enhance the quality of life of Bel-Red and the wider city will be a key dimension of this planning effort.



- 8. **Neighborhood Protection, Enhancement, and Creation.** *This project must identify strategies to identify and mitigate potential neighborhood impacts related to future Bel-Red development.*

Bel-Red is surrounded by several residential neighborhoods and other commercial centers. The project will assess the impacts of growth in the Bel-Red area, and identify and mitigate potential adverse impacts to these neighborhoods, as well as opportunities for neighborhood enhancements and even creation of new neighborhoods in the area.



- 9. **Sustainability.** *The vision for Bel-Red should identify opportunities to manage the area's natural resources in a sustainable manner.*

Building and redevelopment should be sensitive to issues of natural resource protection, energy and resource conservation, and transportation choices. In addition to the community benefits in enhanced quality of life, a more sustainable approach to development is increasingly helping to differentiate desired economic centers in the marketplace.



- 10. **Coordination.** *This planning effort requires solid coordination with other affected jurisdictions.*

In particular, close coordination with Sound Transit is necessary to attain regional agreement on the preferred HCT alignment and station locations. Coordination is also required with the City of Redmond because this study area is included in the Interlocal BROTS Agreement.

