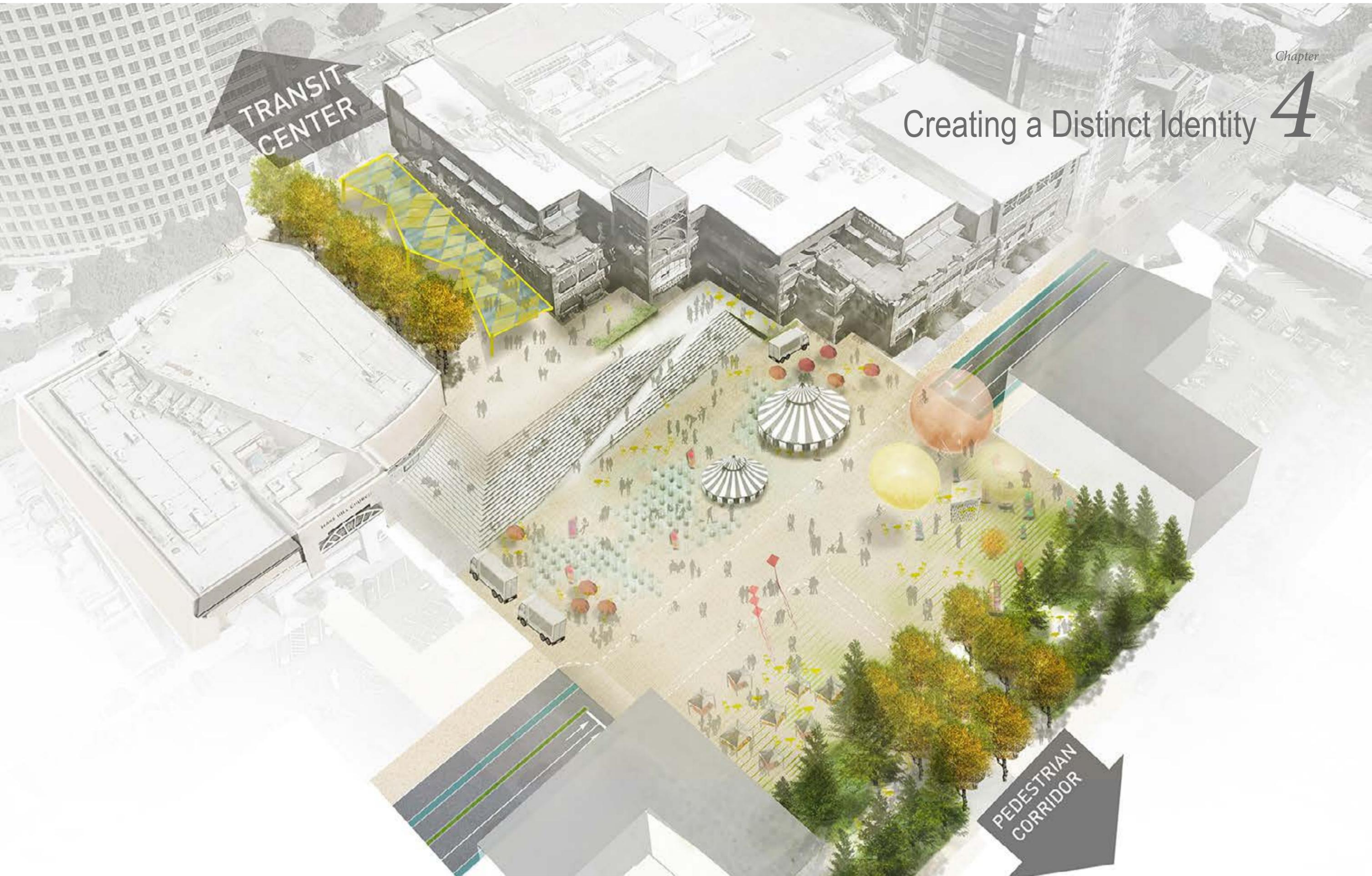


Creating a Distinct Identity



Creating a Distinct Identity

Overview

To craft a contiguous urban experience signature to Bellevue, a goal was established to develop an overarching identity that would seek to unify the route from Meydenbauer Bay to the Eastside Rail Corridor. This unifying identity would establish a foundation for the route that would help define the experience and create a consistent aesthetic.

As a result, three primary identities were developed that would seek to achieve the original Council principles and goals of the Grand Connection. The selection of one of the primary strategies will establish the overarching framework and character of the route, but each identity creates an opportunity to overlay additional strategies that are responsive to context and needs of particular public spaces or goals and visions of the Grand Connection. As such, the selection of one identity does not preclude the application of other elements from the remaining identities.

Each identity was recommended based on feedback from the public engagement process. The identities also seek to extract a character that speaks to the City of Bellevue and reflects elements of local character and principles that can be strengthened and enhanced.

The identity is to also assist in creating the unique urban experience that serves as a core principle to the Grand Connection.



▲ **Natural Landscape - Railroad Park - Birmingham, Alabama -**
Macknally Land Design



▲ **Playful Landscape - Boston, Massachusetts - Swing Time**
by Howeler Yoon



▲ **Collaborative - Union Street Urban Orchard - London, United Kingdom - Heather Ring**

Natural Landscape (Primary)

The natural landscape seeks to infuse nature into the city. This identity prioritizes natural elements such as vegetation, water retention and runoff, and limited focus on wildlife such as birds.

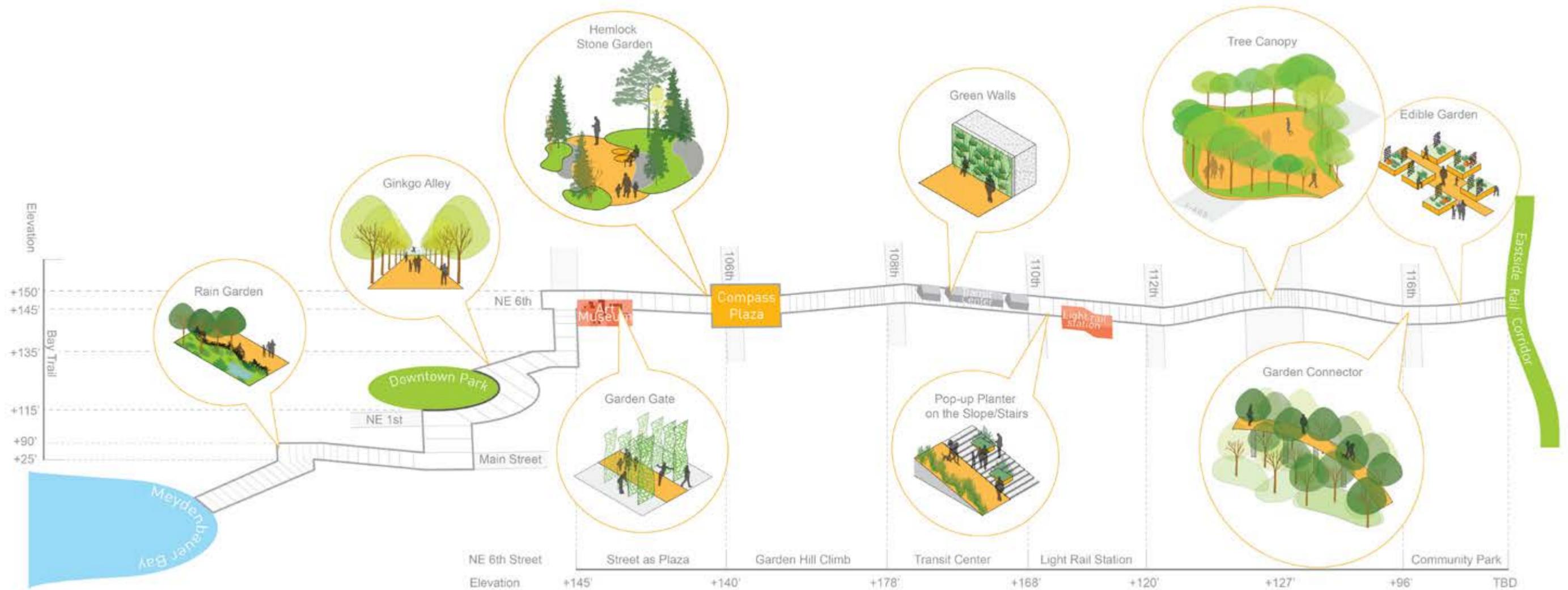
The natural landscape identity seeks to infuse green space and vegetation as a core principle by enhancing public spaces with vegetation and green space, through traditional and more innovative means. It also responds to the confined urban context by considering

vertical implementation of greenscape through walls, trellises and other elements that soften and improve the urban hardscape.

While some green spaces seek to enhance existing urban conditions, others intend to create a respite from the urban environment and create unique public spaces that exhibit the region's natural beauty.

Key Features and Strategies:

- Rain Gardens
- Allee of Trees
- Garden Gateways
- Green Walls
- Enhanced Tree Canopy
- Community Gardens
- Pop-up Vegetation Improvements



Playful Landscape (Supplementary)

The playful landscape seeks to introduce whimsy and delight into the urban environment for users of all ages.

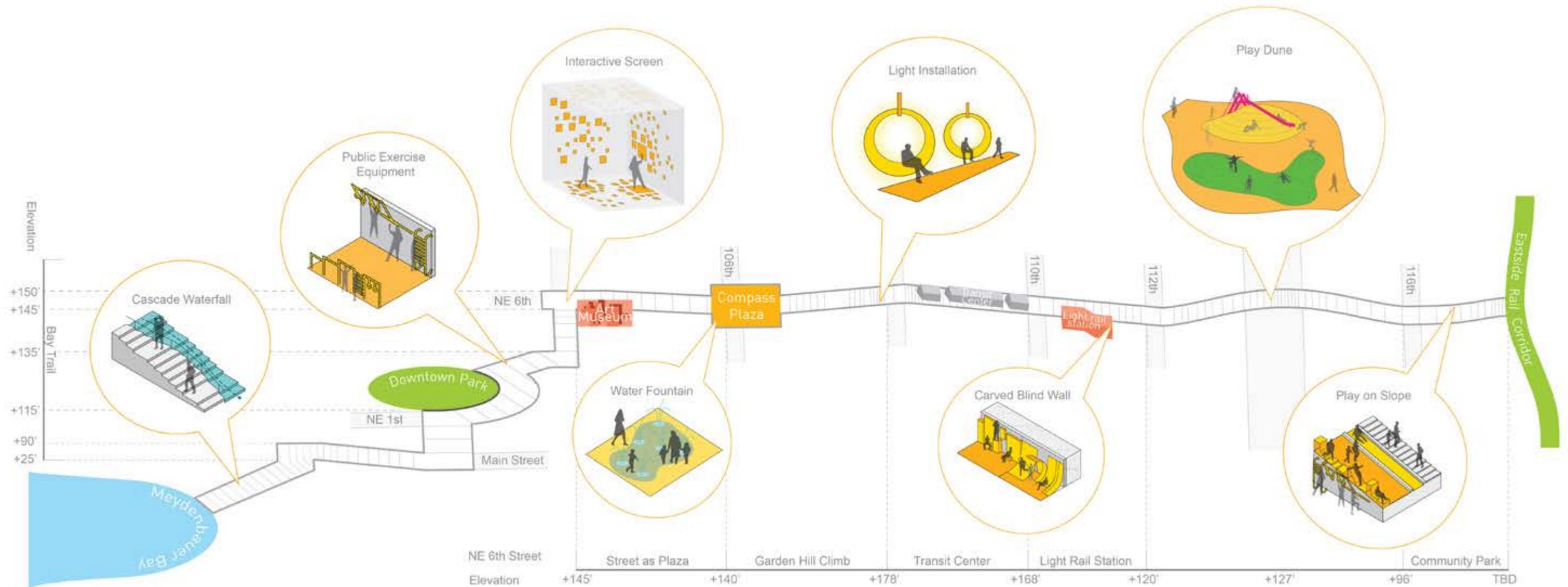
Play would be utilized to enliven spaces and make them more active, while introducing new ways to engage with and participate in the urban environment. Play elements would build upon the existing context such as water based features near Meydenbauer Bay Park, technology and interactive features in the

Downtown core, and installations and improvements that capitalize on Bellevue's topography, while improving public spaces for Bellevue's growing Downtown family population.

Ultimately a playful landscape would seek to activate the public space in a more lively and interactive means, applicable to residents and users of all ages.

Key Features and Strategies:

- Cascade Waterfalls
- Public Exercise Equipment
- Interactive Screens and Projections
- Illuminated Installations
- Water Fountains and Features
- Playgrounds
- Public Swings



Collaborative and Historical Landscape (Supplementary)

The collaborative and historical landscape seeks to create spaces that bring people together in new ways, celebrating elements of Bellevue's history and the history being made. The improved public spaces will create experiences for learning, discovery, and creativity.

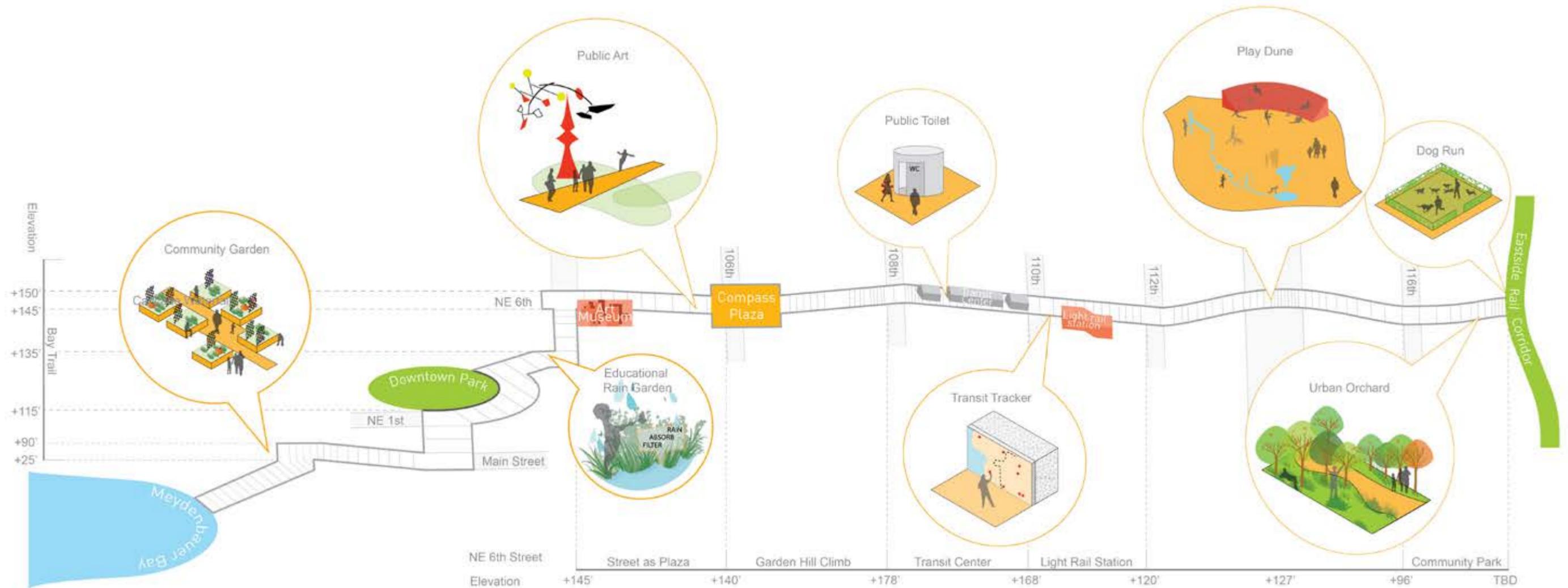
Historical elements would speak to Bellevue's history of agriculture through urban community gardens and orchards. These public spaces would also seek

to educate and create a forum for Bellevue's diverse demographics.

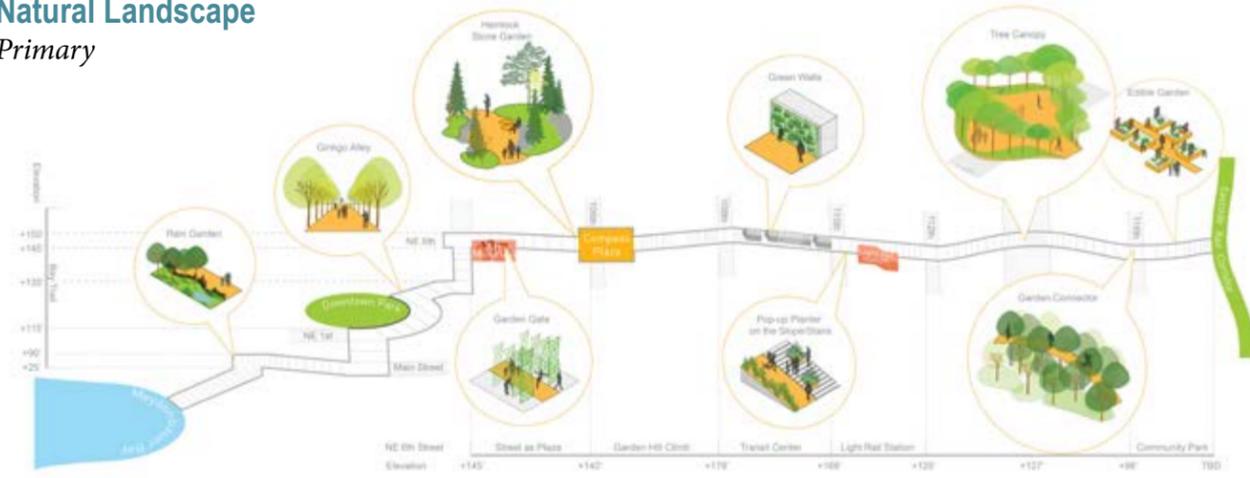
Other public spaces would seek to showcase the technology innovations developing in Bellevue such as gaming, virtual reality, and other advances. These spaces could also include artistic installations that can teach and exhibit Bellevue's creative economy, history, diversity, and environment in unique and innovative ways.

Key Features and Strategies:

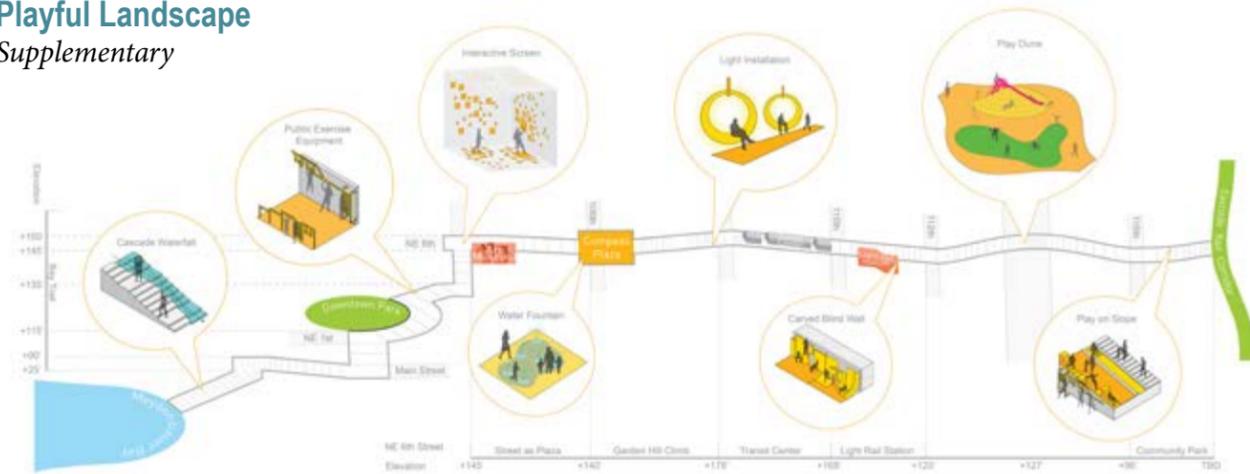
- Art installations that educate about the environment and history
- Community Gardens
- Public Art Displays
- Technology Showcase
- Standard urban amenities that are re-imagined as unique and creative installations



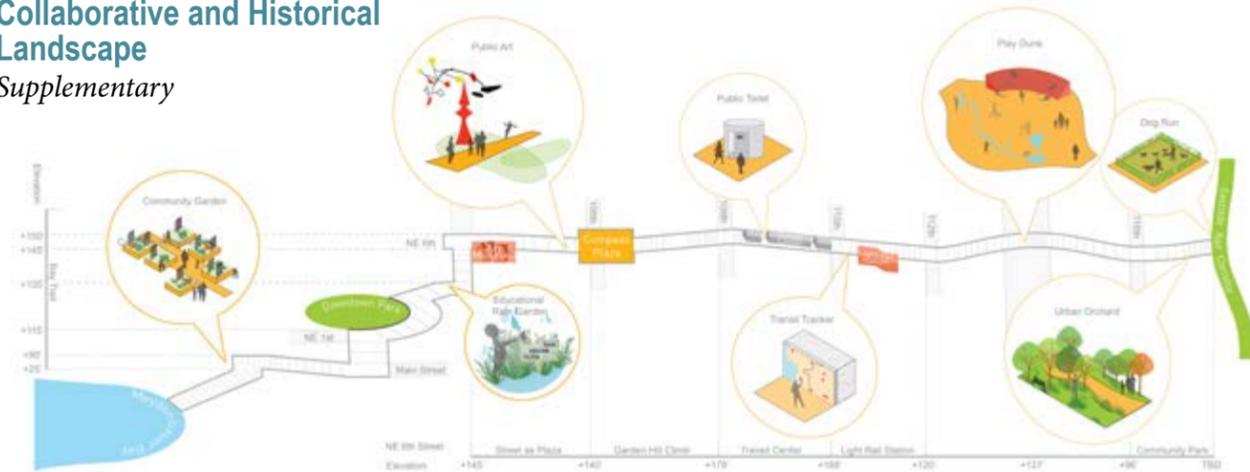
Natural Landscape
Primary



Playful Landscape
Supplementary



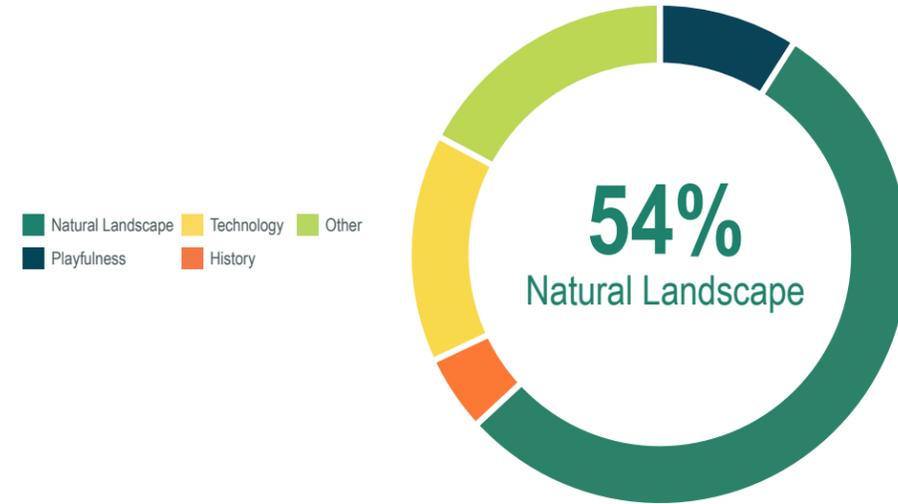
Collaborative and Historical Landscape
Supplementary



Creating a Distinct Identity

Poll Results

What should be the identity of the Grand Connection?



Next Steps: Route Identity

- Identify specific strategies and that support the primary and supplementary identities for the route.
- Identify locations where primary and supplementary identity strategies are applicable.
- Identify other City projects and initiatives where plans collaborate over shared ideas.
Ex. Identify park or public space improvements where play or vegetation improvements are planned and could support the Grand Connection strategies simultaneously.