

MAKING A  
GREAT PLACE  
TOGETHER

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**Downtown Living Gets High Marks**



**Resident Survey Sets Benchmark for Progress**

The unprecedented amount of change in the landscape and skyline of Downtown Bellevue means the rising number of residents choosing to live here will play a vital role in shaping the community.

Results from the BDA's first survey of Downtown Bellevue residents reveal their motivations for living downtown and how they perceive livability in terms of several key areas of experience as a resident.

The BDA conducted the survey online in February and reported key findings at the 32nd Annual Celebration on March 1. The survey asked a range of questions about livability in terms of aesthetic qualities, accessibility and public safety, plus the availability and quality of cultural, recreational and retail opportunities.

Residents assigned each measure a rating of excellent, good, fair or poor. A snapshot of livability results follows.

Link to a full summary at: <http://bellevuedowntown.org/about/announcements.htm>

**88%** of respondents rate the overall livability of Downtown Bellevue as "excellent" or "good."  
**91%** of respondents would definitely or probably recommend Downtown as a place to live.

**Livability Measure - % Rated Excellent or Good**

- Availability and quality of retail services - 95%
- Overall image of Downtown Bellevue - 95%
- Overall cleanliness - 92%
- Amount/extent of crime - 91%
- Quality of new commercial developments - 91%
- Physical condition of buildings - 87%
- Quality of new residential developments - 86%
- Ability to get around by foot - 81%
- Ability to get around by public transportation - 76%
- Availability of recreation opportunities - 76%
- Availability of entertainment opportunities - 72%
- Ability to get around by car - 66%
- Availability of cultural opportunities - 57%
- Amount of noise pollution - 56%
- Amount/extent of traffic congestion - 30%

**A Word From the President**

There's no secret - just a strong willingness to do what's best for Downtown Bellevue.



Nearly every encounter with a new member or event sponsor leads to a valid question about what sets the BDA apart and how we achieve success in our work. And how do we get anything done with so many different opinions?

Charting success demands unrelenting collaboration and listening to varying viewpoints. We seek solutions that reflect our agreed-upon vision and values. We enlist experts and champions from our ranks. Every time, these leaders rise to the occasion. And they remain open to change.

We recognized proof of this success at the Annual Celebration where a record number of attendees honored the Place Makers for 2005. The leadership challenge ahead will test our cooperative mettle with \$4 billion of private investment in new development and the city's response to priorities for downtown. It will demand our very best effort to listen, collaborate and act decisively.

On a lighter note, the annual Bellevue Live Jazz Series is in full swing. Artist booths for the 6th Street Fair are filling up. We'll award the annual Haute Picks at the April 25th Member Meeting and catch a glimpse of Equity Office's plans for City Center Plaza at the May meeting. We'll see you there.

-Leslie Lloyd



*Lisa Rowe and emcee John Curley match wits at the BDA's 32nd Annual Celebration*

## Issues & People



### Fulfilling the Vision

by Lisa Rowe, BDA Chair

One of the most imperative tasks facing the Bellevue Downtown Association is our work with the City of Bellevue to discover and allocate resources to fund the city's Downtown Implementation Plan (DIP).

We are three years down the road since the DIP was adopted by the City Council. Now is the time to start implementing the DIP, which calls for investments in our transportation infrastructure, parks and open spaces and improvements to the pedestrian environment, such as sidewalks and wayfinding.

These investments are needed to meet the exploding growth we are seeing, particularly in urban housing and associated amenities.

With an estimated \$4 billion of private investment underway or in the pipeline in downtown Bellevue, there lies an extraordinary opportunity to reinvest the tax revenues that will follow this private investment and move our community to the next level of urban maturity.

The BDA will work closely with the City of Bellevue to pursue spending priorities for downtown and identify resources to fund the DIP.

It is essential to stay focused and make these vital improvements. They set the course for effectively maintaining and enhancing our City's economic vitality, livability and accessibility. It's the next obvious step toward making our shared experiences in downtown both positive and memorable.

For reference, link to the DIP from the Members Only section at [bellevuedowntown.org/membersonly/index.html](http://bellevuedowntown.org/membersonly/index.html).

*Lisa Rowe is Vice President-Leasing for Bentall Capital.*

**Viable** - Focusing on aspects of competitiveness, a Viable downtown has the infrastructure that supports sustainable growth and aesthetic improvements that foster long-term viability.

**Livable** - A Livable downtown provides amenities for residents, a sense of community that creates an emotional connection, and distinct neighborhoods that draw people.

**Memorable** - Memorability is derived from an experience of people, architecture, open spaces, water, shopping and self that creates a desire to return.

**Accessible** - Accessibility is the ability to safely, comfortably and easily move, invest in, and connect to Downtown Bellevue; accessibility has physical, economic and informational aspects.

### Welcome New Members!

Bellevue La Residence Suite Hotel  
CH2M Hill  
Naficy Rejuvenation Center  
REIT Management & Research, LLC  
Rock Bottom Restaurant Brewery  
Southwest Airlines

### Place Making Awards Announced

Chair Lisa Rowe and emcee John Curley handed out the 2005 Place Making Awards at the BDA's 32<sup>nd</sup> Annual Celebration at Meydenbauer Center. Congratulations to the winners!

#### Place Maker Award

Kemper Development Company for The Bellevue Collection

#### Building Community Award

Bellevue Farmers Market

#### Transaction of the Year

Schnitzer Northwest, LLC, for Civica Office Commons

#### Phoenix Award

Stu Vander Hoek & the Vander Hoek Corporation

#### Tradition Builder Award

Jennifer Leavitt, KDC, for Snowflake Lane

#### Business of the Year

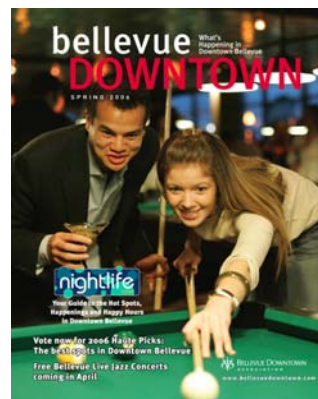
PACCAR, Inc.

#### Deal of the Year

Eddie Bauer Tower Lease  
*Ron Smith, Kemper Development Company*  
*Jim Kinerk, The Broderick Group*  
*Mark Borison, Eddie Bauer*  
*Patricia Loveall, GVA Kidder Mathews*

### Nightlife heats up with mix of old & new

Beyond the Spring issue of *Bellevue Downtown*, *The Seattle Times* examined Downtown Bellevue's emerging nightlife scene in a front-page story that ran March 16. Reporter Ashley Bach's article included photos of several new and established hotspots.



Link to the Nightlife Guide and *The Seattle Times* at [bellevuedowntown.org](http://bellevuedowntown.org)

## Events & Happenings

### Bellevue Live Jazz

#### Upcoming Concerts

**April 19**

Greta Matassa  
Northwest jazz vocalist  
Bellevue Arts Museum  
510 Bellevue Way NE



Greta Matassa



Jovino Santos Neto

**April 26**

Jovino Santos Neto  
Brazilian jazz trio  
KeyCenter  
601 108th Ave. NE

**May 3**

4th Degree  
Contemporary jazz  
Civica Office Commons  
205 108th Ave. NE



Bellevue Live 2005 at KeyCenter

**May 24**

Deems Tsutakawa  
Contemporary soul jazz  
Bellevue City Hall  
450 110th Ave. NE

### New this year...Win a trip to the 49th Annual Monterey Jazz Festival!

The prize package for two includes general admission tickets to the festival, roundtrip airline tickets and hotel accommodations at the Monterey Marriott - compliments of Southwest Airlines. Entry forms will be available at each concert. The winner will be announced on May 24.

### \$2 beer, wine and appetizers!

Wine and food provided by: QFC, Columbia Winery, Pyramid Breweries, Thomas Kemper Soda, Seastar Restaurant and Raw Bar, and Café Pogacha

### \$3 Starbucks Bellevue Live VIP bags!

Goodies include: \$3 Starbucks Card, Starbucks Coffee and Tazo Tea samples. A \$12 value!



### 2006 Bellevue Downtown Association Board of Directors

CHAIR Lisa Rowe, *Bentall Capital*; CHAIR ELECT Warren Koons, *Davis Wright Tremaine LLP*; IMMEDIATE PAST CHAIR Richard Leider, *Trinity Real Estate*; TREASURER Ronald Rauch, *Clark Nuber, P.S.*; PRESIDENT Leslie Lloyd; Leo Backer, *Washington Partners*; Richard Bangert II, *PACCAR Inc.*; Sue Baugh, *The Staubach Company*; Stephen Burnett, *U.S. Bank*; Al Close, *Symetra Financial*; Arlan Collins, *CollinsWoerman*; Dennis Conrad, *Sweeney Conrad, P.S.*; Randy Daniels, *Bank of America*; Tim Dore, *Bellevue Plaza*; Kemper Freeman Jr., *Kemper Development*; Alan Fulp, *Charter Bank*; Ken Graham, *Overlake Hospital Medical Center*; Stacy Graven, *Meydenbauer Center*; Charles Hafenbrack, *GLY Construction*; Ralph Iboshi, *KPFF Consulting Engineers*; Ross Jacobson, *Williams Kastner & Gibbs*; Jim Long, *Equity Office*; Bob MacMillan, *MacMillan Associates Consulting*; Marc Neumann, *Kaylen Investment Company*; Grant Ringel, *Puget Sound Energy*; David Schooler, *Sterling Realty Organization*; Mitch Smith, *Mulvanny/G2 Architecture*; John Su, *Su Development*; Rick Tupper, *Courtyard by Marriott*; John Valaas, *First Mutual Bank*; Stu Vander Hoek, *Vander Hoek Corporation*; Kevin Wallace, *Wallace Properties Inc.*; Tom Woodworth, *Schnitzer Northwest*; EX-OFFICIO Betty Nokes, *Bellevue Chamber*; Steve Sarkozy, *City of Bellevue*

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**Bellevue Downtown Association Mission:**

To lead the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside.



**Find out who's Haute in 2006!**

You voted.

Now join us for breakfast on April 25th to celebrate the Best of Downtown Bellevue.

**Tuesday, April 25, 2006**

**7:30 a.m. to 9:00 a.m.**

**Harbor Club**

**\$25 BDA members; \$35 non-members**

**Reservations required.**

**Register online at [bellevuedowntown.com/events](http://bellevuedowntown.com/events)**

Best Happy Hour  
Best Martini  
Best Power Lunch  
Best Lunch Under \$10  
Best Barista  
Best Romantic Dinner  
Best Hot Spot  
Best Sweet Tooth Fix  
Best Wine Selection  
Best Main Street Spot  
Best Casual Business Meeting Spot  
Best Massage  
Best Place to See and Be Seen  
Best Workout Spot  
Best Haircut