Bellaire? "soasis from Houston high/growing home val. neighborhood friendships

small town feel Theater District Bellaire PD responsive staff focus on home

zoned city family friendly own place within Hou.

independent govt great people god reputation Down town Houston

Newcaste Trail

civic events city run services quick commute

who work in Bellaire 14% central location Bellaire FD mature trees

participation in govt. highway access responsive leaders critical mass of nice homes

exas Medical Center focus on home convenient location convenient location sex of green Safe and secure Uptown/Galleria

Market, Product, & Bellaire Pretty

"Why do you live in active neighborhoods quality of life stable neighborhoods community feel active neighborhoods community feel Reconomic principles like "market" and "product" help city leaders prioritize, then justify, the cost/phasing of services provided to citizens.

- Representation of the second s street closures at the freeway on the grounds of crime prevention (public safety is a major reason people live in Bellaire). However, this would also reduce highway access for residents (another top survey answer). Prioritizing Bellaire's products (low crime vs. highway access in this case) will add greater perspective to many such debates.
- Dunderstanding Bellaire's community product lets current and perspective residents validate the high time/financial investments of citizenship here When product (community amenities/assets) have natural fit to market (resident desires), pride of ownership and civic participation both increase.
- Location was discussed in 30% of answers to this survey question (above right). However, location is more than just Bellaire's placement on a map (right). 37% said good highway access/quick commute defined location, prizing time as well as short travel. 36% favored Bellaire's central/convenient placement. 27% like Bellaire because it is located in Houston, but has an independent government, more appealing character, and responsive public safety officers.

independent government 8	%		answer ca	regories
parks & recreation	10%			
oublic safety	10%			
nomes & neighborhoods	10%			
great schools		14%		
Bellaire's people & culture		19%		
location				30%
oasis from Housto	n		location	n factors

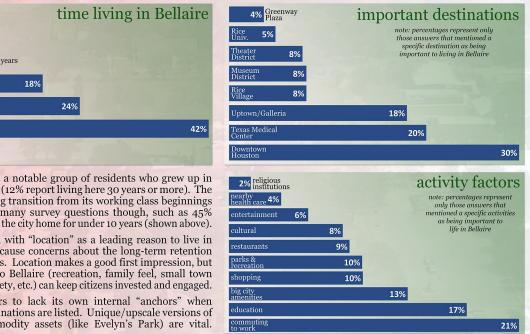


	1		
37%	Bellaire appear important destination normally comm		
	mornially collin		



Bellaire retains a notable group of residents who grew up in the community (12% report living here 30 years or more). The city's continuing transition from its working class beginnings are evident in many survey questions though, such as 45% who have called the city home for under 10 years (shown above).

of new residents. Location makes a good first impression, but assets unique to Bellaire (recreation, family feel, small town atmosphere, safety, etc.) can keep citizens invested and engaged. rs to lack its own internal "anchors" when inations are listed. Unique/upscale versions of



Why Market & Product Matter to Beautification

- Beauty is in the eye of the beholder, a concept of critical importance for public initiatives that must win taxpayer support. Projects aimed at beautifying a city cannot rely on aesthetics alone without risking subjective dislike.
- One solution to the subjectivity problem is tying a project's beauty to an established cultural/heritage value. That creates attachment beyond simple aesthetics. The Alamo and Eiffel Tower are examples of iconic landmarks that are considered attractive within their respective communities due to history and culture, not pure aesthetics.
- Many communities tie aesthetics to a physical product, such as the Tyler Rose or Fort Worth Longhorn. Others link to State symbols, with the star used for many Texas cities. Without a well known industrial history, Bellaire faces a challenge in identifying relatable imagery that can be incorporated throughout its beautification effort.
- The current city seal evokes many themes and symbols identified by stakeholders in this survey. Home, family, trees, and skies were common respondent answers, while background elements of business and church were less popular with current participants. The seal's colors (green and blue) also enjoyed wide support in this survey.

The Importance of Defining Bellaire Pretty

- Three recent aesthetics improving projects, both government & grassroots initiated, have suffered opposition or indifference when presented to City Council and the public. A tie in with a community accepted "Bellaire Pretty" theme may have avoided these obstacles. Instead, a great deal of citizen creativity and energy was lost.
- 🕏 A community embraced Bellaire Pretty must be defined. Branding, beautification, design standards in zoning, street infrastructure theming, and facilities/park design are all under consideration (or in progress). Each of these efforts could avoid subjectivity/eye of the beholder problems by using an aesthetic infused with Bellaire's DNA.

restaurants as much as possible financial restaurants a little financial restaurants a little financial financial restaurants a little financial restaurants and res

Bellaire's government derives most funding from residential property taxes, while citizens have access to world-class shopping in Uptown. However, some miss-targeted retail in Bellaire has negative impacts on civic image, traffic volume, home values, and public safety. average percent of shopping in Bellaire
percent doing "some" shopping in Bellaire
percent doing over 25% in Bellaire
percent doing over 25% in Bellaire
some could shorten drives for household shopping, boost home desirability, and slightly reduce house tax reliance.

- existing retail, with replacement of stores not targeted to Bellaire residents. An intensification of retail in Downtown and the Triangle appears to be supported, but no interest was expressed for expanded acreage elsewhere, especially at the expense of residential land.
- The survey found strong interest for high-end grocery stores, niche/locally owned retail, dining, family oriented entertainment, and hospitality. Banks and gas stations were discussed as sufficiently available already.

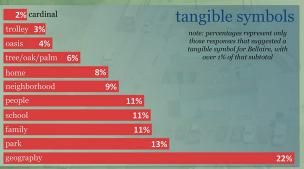






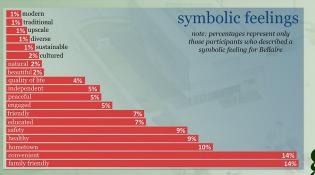
park

- Colors are important for logos and symbols. They should be linked to community values. Several were suggested in survey answers. Green was associated with trees/nature, blue with the sky and "beautiful air" (Bellaire's meaning). Red was tied to the cardinal, while gold was associated with elegance and public safety.
- The trolley, cardinal, and trees were proposed as tangible symbols, but abstract concepts like great location and family/small town feel were frequent answers too. The survey also yielded several emotional feelings Bellaire's symbols need to evoke, with "family friendly,"
- convenient," and "hometown" leading that category. Participants mentioned incorporating Bellaire symbols into streetscape, wayfinding, landmarks, and facilities. Therefore, logo design needs medium/detail flexibility.

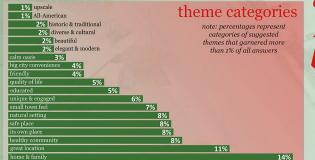


The top tangible symbol answer was location/geography. That would be difficult (though possible) to represent with logo imagery. Likewise, "people" and "family" can be drawn, but must remain generic to represent a diverse community.





Participants volunteered opinions on if and how a new logo should be designed. Logo work was supported, but opinion differed between replacement or updating the existing logo. Use consistency was encouraged by many participants.



family quality of life Catlon quality of life endly people safe to cardinal great schools walkable big city families on the composition of the com

best describe Bellaire?"

The phrase "City of Homes" has become the *de facto* slogan of Bellaire for more than a decade, though it lacks any official status. The phrase itself was given as a theme suggestion by a surprisingly small number of survey participants (7%). Yet, related concepts "home," "family," and "community" were mentioned in most returned surveys, even or leading "safety" and "location."

Location is potentially easier to communicate through a slogan, written theme, or nickname (compared to a logo). "Great location" was a leading answer on its own (11%). Location becomes even more prominent when the answers "safe enclave," "independent city," and "small town" are considered as location descriptions of within the wider Houston