Re: City of Bellaire Logo

Dear Mayor Pappas and Members of Bellaire City Council

After scanning the Council agenda for September 21st I was sad to see little change in the focus of the proposed logo. The last thing I think of when I think of Bellaire is a street car or trolley. San Francisco, maybe, or New Orleans. Not Bellaire.

On the recent survey 50 responses, almost half, chose trees and green space, homes, and families. Pretty much like the images from the last logo, the one the City abandoned some years ago which promoted our green space and trees, homes and families, plus a nod to religious and business concerns.

That logo could easily be redesigned to accommodate those comfort elements and other elements can be changed or removed. It could be replicated in monochrome black and white or green and white for most City structures, vehicles, signs and stationery.

I appreciate that the members of the Culture and Arts Board have spent a fair amount of time on these concepts, and a clean green is preferable to those earlier olive and gold tones. Now the request is to limit the choice to the two offerings.

But again, why a trolley or street car to represent Bellaire? How did that become the main focus, and is that really how we want to be viewed? I just don't feel either one represents our beautiful trees, walkable neighborhoods, homes, parks, and schools. It’s not how I think of Bellaire.

Best regards, and thank you for your attention to this correspondence.

Jane McNeel