

# **815 WESTERN AVE. PROJECT**

## **CITY OF SEATTLE REQUIRED EARLY OUTREACH FOR DESIGN REVIEW**

### ***Outreach Documentation | Addendum A Materials***

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- *Poster distribution list*
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- *Hotline script*

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- *Site walk sign in sheets*
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- *Site walk photos*
- *Site walk PowerPoint handout/meeting agenda*

*Submitted by:*

Natalie Quick Consulting

natalie@nataliequick.com | 206.779.0489

October 19, 2018

## **815 Western Ave. Project**

### **Brief Summary of Outreach Methods and What We Heard from the Community**

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<b>Project Address:</b>	815 Western, Seattle, WA
<b>Brief Description:</b>	The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.
<b>Contact:</b>	Natalie Quick (outreach)
<b>Applicant:</b>	Martin Smith Real Estate
<b>Contact Information:</b>	<u>815Western@gmail.com</u>
<b>Type of Building:</b>	Mixed-Use
<b>Neighborhood:</b>	Downtown
<b>In Equity Area:</b>	Yes

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### **Brief Summary of Outreach Methods**

#### **Printed Outreach**

- *Choice:* POSTERS, HIGH IMPACT
- *Requirement:* Posters hung in a minimum of 10 local businesses, community centers, or other publicly-accessible venues, located a half-mile from the proposed site. At least half must be visible from the sidewalk.
- *What we did:* Posters were hung in 15 locations according to and exceeding requirements. Poster, spreadsheet with locations, and photos included in Addendum A.
- *Date completed:* September 6, 2018

#### **Electronic/Digital Outreach**

- *Choice:* PROJECT HOTLINE, HIGH IMPACT
- *Requirement:* Project hotline (information and voicemail)
- *What we did:* Voicemail line and script established. Publicized hotline number via poster. Checked voicemail daily for messages. Script included in Addendum A.
- *Date completed:* September 6, 2018

#### **In-Person Outreach**

- *Choice:* SITE WALK, HIGH IMPACT + COMMUNITY MEETING PRESENTATION, MULTI-PRONGED
  - *Requirement:* Guided Tour or Site Walk
  - *What we did:* Held Site Walk event, open to the public, publicized through posters, DON calendar and email. Additionally presented to West Edge Neighborhood Association per equity outreach plan. Event photos, agenda, sign-in sheets, and comments included in Addendum A.
  - *Dates:* September 5, 2018 (presentation at community meeting) and September 20, 2018 (site walk)
- 

### **What We Heard from the Community**

#### **Comments/Questions Heard at the Presentation to West Edge Neighborhood Association Sept. 5, 2018:**

Where is the retail?

If Western isn't retail what would it be?

Is the site flat?

How much parking will be provided?

What if the LID doesn't pass?

Will there be retail off the (pedestrian) bridge?

Where's the loading dock?

**No comments were received via the project hotline or the project email address.**

## 815 Western Avenue Early Community Outreach for Design Review – Checklist

DON Rule	Topic	Description	Date	Task Documentation
I.C.	Project Information, Public Notice	Submit project information to DON, DON posts information online or other publicly available place	July 2, 2018	Provided project information via email to DON staff (Danielle Friedman); DON staff confirmed the information was posted on DON blog. Email confirmation included in Addendum A.
I.D. II. A. 1	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b> Posters hung in a minimum of 10 local businesses, community centers, or other publicly-accessible venues, located a half-mile from the proposed site. At least half must be visible from the sidewalk.  Posters include all requirements in III.A	Sept. 6, 2018	Posters hung in 15 locations. Spreadsheet with locations and photos included in Addendum A.
I.D. II.A.2	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b>  Project hotline (information and voicemail)  Include all requirements in III.B	Sept. 6, 2018	Voicemail line and script established. Checked voicemail daily for messages. No voicemails received.
I.D. II.A.3	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact + Multi-pronged</b>  Guided tour or site walk  Presentation at an established community organization's meeting (at least 20 minutes on agenda)	Sept. 5, 2018  Sept. 6, 2018  Aug. 22, 2018  Sept. 5, 2018  Sept. 11, 2018	Site walk event added to DON calendar. Email confirmation included in Addendum A.  Posters hung with event information in list of locations included in Addendum A.  Invitation extended to Pioneer Square Residents Council to do a presentation. They were unable to accommodate a presentation. Email documentation included in Addendum A.  Presented project information to West Edge Neighborhood Association. Event photos and comment summary included in Addendum A.  Site walk Poster PDF emailed to Pioneer Square Residents Council and West Edge Neighborhood Association (voluntary addition; not required). Email documentation

## 815 Western Avenue Early Community Outreach for Design Review – Checklist

DON Rule	Topic	Description	Date	Task Documentation
			Sept. 20, 2018	included in Addendum A.  Site Walk event held on September 20, 2018. Event photos, sign-in sheets, community feedback / comments included in Addendum A.
III.A.	Printed	<p>All printed outreach materials shall:</p> <ul style="list-style-type: none"> <li>• Include a brief summary of the proposal</li> <li>• Include the address of the project/property and the SDCJ number if available</li> <li>• Identify a project contact person</li> <li>• Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant</li> <li>• Include where any additional project information can be found (such as the Seattle Services Portal)</li> <li>• Include a statement informing the public that any information collected may be made public</li> </ul>		Copy of poster included in Addendum A.
III.B.	Electronic, Digital	<p>All electronic/digital outreach material shall:</p> <ul style="list-style-type: none"> <li>• Include a brief summary of the proposal</li> <li>• Include the address of the project/property and SDCK project number if available</li> <li>• Identify a project contact person</li> <li>• Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant</li> <li>• Include where any additional project information can be found (such as the Seattle Services Portal)</li> <li>• Be publicized on at least one printed outreach method</li> <li>• Be publicly available for a minimum of 21 days</li> <li>• Include a statement informing the public that any information collected may be made public</li> </ul>	Sept. 6, 2018	Voicemail line and script established. Checked voicemail daily for messages. Copy of script included in Addendum A.
III.C.	In-person	<p>All in-person outreach events shall be open to:</p> <ul style="list-style-type: none"> <li>• The general public and publicized by the applicant using</li> </ul>	Sept. 5, 2018	Site walk event added to DON calendar. Email confirmation included in Addendum A.

## 815 Western Avenue Early Community Outreach for Design Review – Checklist

DON Rule	Topic	Description	Date	Task Documentation
		<p>at least one electronic / digital method and one printed outreach method listed in Section II and submitted to DON's Early Outreach for Design Review Calendar, or</p> <ul style="list-style-type: none"> <li>Representatives of community organizations</li> </ul> <p>In person outreach events shall be publicized at least 14 days in advance for high impact method and seven days in advance if a multi-pronged method.</p>	<p>Sept. 6, 2018</p> <p>Aug. 22, 2018</p> <p>Sept. 5, 2018</p> <p>Sept. 11, 2018</p> <p>Sept. 20, 2018</p>	<p>Posters hung with event information in list of locations included in Addendum A.</p> <p>Invitation extended to Pioneer Square Residents Council to do a presentation. They were unable to accommodate a presentation. Email documentation included in Addendum A.</p> <p>Presented project information to West Edge Neighborhood Association. Event photos and comment summary included in Addendum A.</p> <p>Site walk Poster PDF emailed to Pioneer Square Residents Council and West Edge Neighborhood Association (voluntary addition; not required). Email documentation included in Addendum A.</p> <p>Site Walk event held on September 20, 2018. Event photos, sign-in sheets, community feedback / comments included in Addendum A.</p>
VI.A.1.	Outreach Documentation	Summary		Outreach Plan copy included in Addendum A.
VI.A.2.	Outreach Documentation	Printed Material Documentation		See notation above for Print Outreach. Copies of poster, distribution list and photos of posters in 10+ locations
VI.A.3.	Outreach Documentation	Digital Documentation		See notation above for Digital Outreach. Copy of VM script and phone number included in Addendum A.
VI.A.4.	Outreach Documentation	In-person Documentation		See notation above for In-person Outreach. Event photos, sign-in sheets, community feedback / comments included in Addendum A.

## 815 Western Ave. Project

### ***Addendum A***

#### **Materials Demonstrating that Each Outreach Method Was Conducted**

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##### *Initial Planning and DON Communication*

- *Email to DON requesting listing on DON blog*
- *Initial outreach plan*

##### *Project Poster*

- *Project poster*
- *Poster distribution list*
- *Poster documentation with photos / locations*

##### *Project Hotline*

- *Hotline script*
- *Translated hotline scripts: Spanish, Amharic and Somali*

##### *Project Site Walk and Community Meeting*

- *Confirmation that event is on DON calendar*
- *Correspondence with Pioneer Square Residents Council re: presentation*
- *West Edge Neighborhood Association presentation photos*
- *West Edge Neighborhood Association presentation comment summary*
- *Emails to community groups*
- *Site walk sign in sheets*
- *Comment summary*
- *Site walk photos*
- *Site walk PowerPoint handout/meeting agenda*



Natalie Quick &lt;815western@gmail.com&gt;

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**Design review outreach beginning for 815 Western Ave.**

5 messages

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**Natalie Quick** <815western@gmail.com>  
To: DREarlyOutreach@seattle.gov

Mon, Jul 2, 2018 at 3:45 PM

This email is to confirm that Martin Selig Real Estate is beginning the required Design Review community outreach for its [815 Western Ave.](#) project.

**Project Address:** [815 Western Ave. Seattle, WA](#)

**Brief Description (2-3 sentences Max):** The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units. The project will be developed under the City of Seattle's Living Building Pilot Program.

**Contact Person:** Natalie Quick

**Contact Information:** [815Western@gmail.com](mailto:815Western@gmail.com)

**Type of building:** Mixed-use

**Neighborhood:** Downtown

**In Equity area:** Yes

Please let me know when you've posted this information publicly.

We are in an equity and are required to submit an outreach plan. I will share be sure to our approach with you to ensure we are consistent with the Director's Rule requirements.

Please let me know if you have any questions or concerns.

Best,  
Natalie

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**DON\_DREarlyOutreach** <DREarlyOutreach@seattle.gov>  
To: Natalie Quick <815western@gmail.com>

Tue, Jul 3, 2018 at 10:23 AM

Thanks Natalie,

Sam should be posting shortly. I got your message upon my return from my vacation. I am happy to connect now if that is helpful and apologize for not pushing the correct button to get an out of office on my phone. Looks like things are moving well.

Jesseca

**From:** Natalie Quick <815western@gmail.com>  
**Sent:** Monday, July 02, 2018 3:46 PM  
**To:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>  
**Subject:** Design review outreach beginning for 815 Western Ave.

[Quoted text hidden]

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**DON\_DREarlyOutreach** <DREarlyOutreach@seattle.gov>  
To: Natalie Quick <815western@gmail.com>

Tue, Jul 3, 2018 at 10:42 AM

Hi Natalie,

Thank you for the email, it is on the blog now- <http://designreviewoutreach.seattle.gov/>

Looking forward to reviewing your outreach plan.

Have a great day!

**Samantha Stork**

**Community Outreach & Engagement Coordinator**

Office: 206.615.0856

Cell: 206.348.1901

[seattle.gov/neighborhoods](http://seattle.gov/neighborhoods)



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**From:** Natalie Quick <815western@gmail.com>  
**Sent:** Monday, July 02, 2018 3:46 PM  
**To:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>  
**Subject:** Design review outreach beginning for 815 Western Ave.



This email is to confirm that Martin Selig Real Estate is beginning the required Design Review community outreach for its [815 Western Ave.](#) project.

[Quoted text hidden]

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**Natalie Quick** <[815western@gmail.com](mailto:815western@gmail.com)>  
To: DON\_DREarlyOutreach <[DREarlyOutreach@seattle.gov](mailto:DREarlyOutreach@seattle.gov)>

Tue, Aug 28, 2018 at 8:51 AM

Hello - the project team is no longer developing this building under the Living Building program. Can you please update the project description to reflect that change (as listed below)?

Please let me know when it's updated.

**Brief Description (2-3 sentences Max):** The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.

[Quoted text hidden]

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**DON\_DREarlyOutreach** <[DREarlyOutreach@seattle.gov](mailto:DREarlyOutreach@seattle.gov)>  
To: Natalie Quick <[815western@gmail.com](mailto:815western@gmail.com)>

Tue, Aug 28, 2018 at 9:11 AM

Hi Natalie,

Thanks for letting me know. The blog post has been updated.

Danielle

**From:** Natalie Quick <[815western@gmail.com](mailto:815western@gmail.com)>  
**Sent:** Tuesday, August 28, 2018 8:51 AM  
**To:** DON\_DREarlyOutreach <[DREarlyOutreach@seattle.gov](mailto:DREarlyOutreach@seattle.gov)>  
**Subject:** Re: Design review outreach beginning for [815 Western Ave.](#)

[Quoted text hidden]

## City of Seattle Design Review Required Outreach

### *Outreach Plan / July 23, 2018*

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- Project Address: 815 Western Avenue, Seattle WA
- Contact: Natalie Quick | 815Western@gmail.com
- SDCI Project Number: TBD
- Applicant: Martin Selig Real Estate

#### **OUTREACH PLAN**

We will complete the following outreach components as part of our outreach plan, consistent with Section II.A in the Director's Rule. All outreach methods will provide a disclaimer that information shared by the public may be made available to the general public.

- **Electronic / Digital Methods: Project Hotline**

We will create a project hotline that includes a personalized voice recording from the project team with information about how to leave a message. Messages left on hotline will be transcribed as part of the required documentation and will include notation of our follow up to the individual as well. Phone calls will be returned from the project team within 2-3 business days. The hotline will be open to the community for a minimum of 21 days.

- **In-Person Outreach: Guided Tour / Site Walk**

We will host a guided tour / site walk from 11 am – 12:30pm on a Saturday at the project site for any community member interested in attending. We will publicize the site walk on the project poster (see below) and with 14-days' notice on the DON online blog and calendar. Participants will be given a project fact sheet that includes information on the poster, as well as the project team's vision for the site and a feedback form by which they can take notes and share comments after the walk. We will document the walk with copies of the sign-in sheet, photos of the tour, any written feedback forms shared and the fact sheet.

- **Equity Outreach:**

- Include on poster that walking tour is wheelchair accessible and can be made accessible for people with health conditions or impairments.
    - Offer in-person meeting with the Pioneer Square residents' council and West Edge Neighborhood Association

- **Printed Outreach: Project Poster**

We will develop an 18 x 24-inch full color project poster and hang 10-15 posters in local businesses, community centers or other publicly-accessible venues. We keep an address log of each location and take photos of each hung poster. Posters will include basic project information, the time / date of the guided tour, SDCI project number, address, hotline and email address, as well as basic project information. The poster will be available for 21 days.

○ Equity Outreach:

- Hang posters at the following locations:
  - Central Public Library
  - Pike Place Market Senior Center, food bank and heritage house
  - Downtown Emergency Service Center
  - Downtown Muslim Association of Seattle

###

## 815 Western Ave. Project

### ***Addendum A***

#### **Materials Demonstrating that Each Outreach Method Was Conducted**

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##### *Initial Planning and DON Communication*

- *Email to DON requesting listing on DON blog*
- *Initial outreach plan*

##### ***Project Poster***

- *Project poster*
- *Poster distribution list*
- *Poster documentation with photos / locations*

##### *Project Hotline*

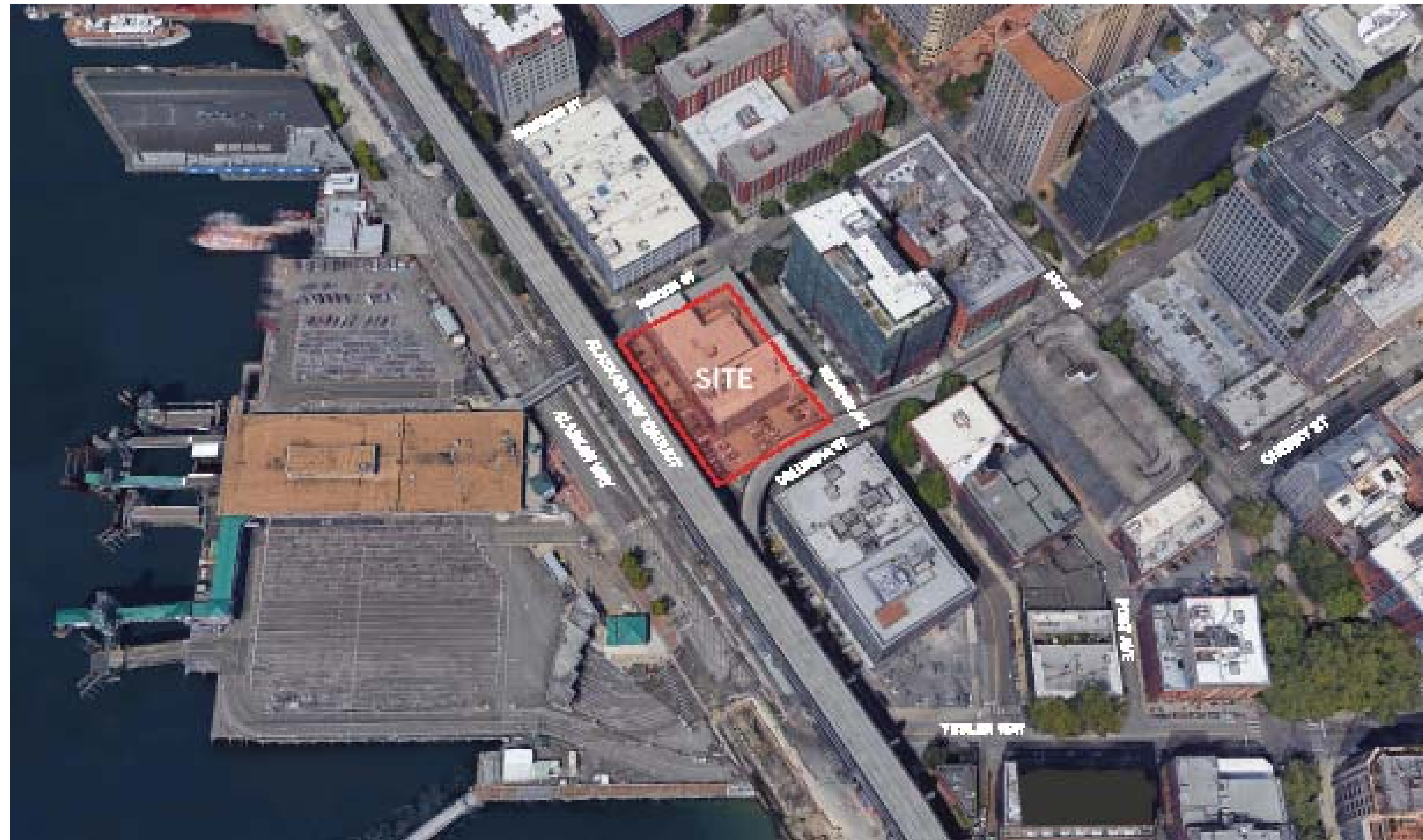
- *Hotline script*
- *Translated hotline scripts: Spanish, Amharic and Somali*

##### *Project Site Walk and Community Meeting*

- *Confirmation that event is on DON calendar*
- *Correspondence with Pioneer Square Residents Council re: presentation*
- *West Edge Neighborhood Association presentation photos*
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- *Site walk PowerPoint handout/meeting agenda*

# JOIN US FOR A SITE WALK

## Learn More About the 815 Western Avenue Project



The proposed development is a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.

### What:

Join the project team and architects to discuss the vision and approach for this new downtown mixed-use project. Coffee and pastries will be provided. All are welcome. No RSVP needed.

### When:

Thursday, September 20, 2018.

Event begins promptly at 6pm and will end around 7:30pm

### Where:

Meet at the site (815 Western Ave)

### Project Address:

815 Western Ave Seattle, WA 98101

### Contact:

Natalie Quick

### Applicant:

Martin Selig Real Estate

### Project Hotline & Email:

(206) 903-4777

815Western@gmail.com.

*Seattle Services Portal: Additional project information and updates can be found via the project number (SDCI project number: 3032494) at the Seattle Services Portal. The site tour is wheelchair accessible and can be made accessible for people with health conditions or impairments. Please contact 815Western@gmail.com at least two business days before the tour for accommodations.*

*Note that calls and emails are typically returned within 1-2 business days. Calls and emails are subject to City of Seattle public disclosure laws.*

## 815 Western - Poster Distribution

Date distributed	Location	Address	Distance from Site	Visable From Street?	Notes
9/6/18	Starbucks	823 1st Avenue	430 Feet	No	Flyer placed on community bulletin board.
9/6/18	Cherry Street Coffee House	700 1st Avenue	0.3	No	Flyer placed on community bulletin table.
9/6/18	Starbucks	102 1st Avenue	0.3	No	Flyer placed on community bulletin board.
9/6/18	Starbucks	1191 2nd Avene	0.3	No	Flyer placed on community bulletin board.
9/6/18	Caffe Umbria	320 Occidental	0.5	Yes	Flyer placed in window.
9/6/18	Pike Market Senior Center	85 Pike St #200	0.5	No	Flyer placed on community bulletin board.
9/6/18	Downtown Emergency Services Center Admin Offices	513 3rd Avenue	0.4	No	Left poster with Patricia at front desk for Maria's consideration.
9/6/18	Int'l District/Chinatown Branch Library	713 8th Avenue S	0.6	No	Flyer given to Phong for consideration to hang.
9/6/18	Seattle Central Public Library (POLE)	Madison & Fourth	0.4	Yes	Flyer given to Jeff for consideration to hang.
9/6/18	Pike Place Market Heritage House (POLE)	Western & Pike Place Market	0.5	No	Spoke with Jennifer at Heritage House who declined poster; said they did not have a place for us to hang the poster and 'residents don't go out that late;' hung on pole directly outside.
9/6/18	Pike Place Market Food Bank (POLE)	Western & Pike Place Market	0.5	Yes	Food Bank closed; hung on telephone pole directly outside.
9/6/18	Downtown Muslim Association of Seattle (POLE)	6th Ave & University Street	0.6	Yes	Address listed for Association is Plymouth Church, however, according to reception the group only meets there (they do not have an office). Poster placed on pole directly outside of location.
9/6/18	Int'l District/Chinatown Community Center + (POLE)	8th Ave S & Dearborn	0.6	No	Community Center location closed for remodel; flyer placed on pole directly across street from Center.
9/6/18	Telephone/Light Pole	1st Avenue & Seneca St	0.2	Yes	Flyer placed on pole.
9/6/18	Telephone/Light Pole	Marion St & 3rd Avenue	0.2	Yes	Flyer placed on pole.

## Poster Distribution: 815 Western Ave

Images + Site Details

DISTRIBUTION DATE: September 6, 2018

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Project Address: 815 Western Avenue, Seattle WA  
Brief Description: The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.  
Contact: Natalie Quick  
Applicant: Martin Selig Real Estate  
Contact Information: 815Western@gmail.com  
Type of Building: Mixed-Use  
Neighborhood: Downtown  
In Equity Area: Yes

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**LOCATION:** **STARBUCKS**  
Address: 823 1<sup>st</sup> Avenue  
Distance from Site: 430 Feet  
Placement: Flyer placed on community bulletin board.  
Visible from Street: No



**LOCATION:** STARBUCKS  
**Address:** 1191 Second Avenue  
**Distance from Site:** 0.3 Miles  
**Placement:** Flyer placed on community bulletin board.  
**Visible from Street:** Yes



**LOCATION:** STARBUCKS  
**Address:** 102 1<sup>st</sup> Avenue  
**Distance from Site:** 0.3 Miles  
**Placement:** Flyer placed on community bulletin board.  
**Visible from Street:** No





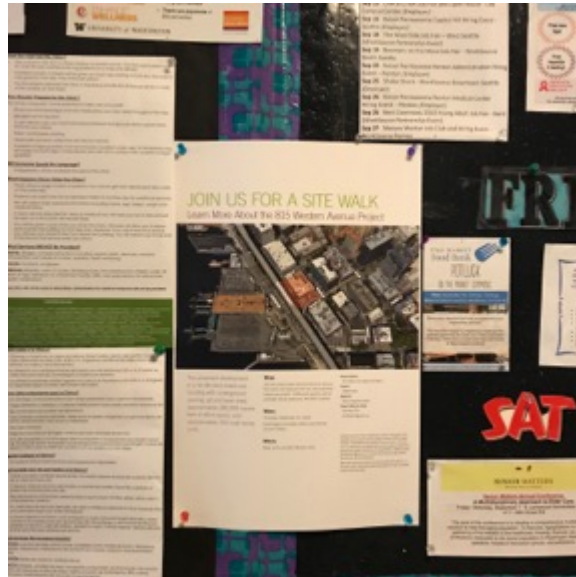
**LOCATION:** **CHERRY STREET COFFEE HOUSE**  
Address: 700 1<sup>st</sup> Avenue  
Distance from Site: 0.3 Miles  
Placement: Flyer placed on community table.  
Visible from Street: No



**LOCATION:** **CAFFE UMBRIA**  
Address: 320 Occidental  
Distance from Site: 0.5 Miles  
Placement: Flyer placed in window.  
Visible from Street: Yes



**LOCATION:** **PIKE MARKET SENIOR CENTER (\*)**  
**Address:** 85 Pike St #200  
**Distance from Site:** 0.5 Miles  
**Placement:** Flyer placed on community bulletin board.  
**Visible from Street:** No



**LOCATION:** **DOWNTOWN MUSLIM ASSOCIATION OF SEATTLE (\*) (POLE)**  
**Address:** 6<sup>TH</sup> Avenue & University Street  
**Distance from Site:** 0.6 Miles  
**Placement:** Address listed for Association is Plymouth Church, however, according to reception the group only meets there (they do not have an office). Poster placed on pole directly outside of location.  
**Visible from Street:** Yes



**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**LIGHT/TELEPHONE POLE**

Western Ave &amp; Madison St

364 Feet

Flyer placed on pole.

Yes

**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**LIGHT/TELEPHONE POLE**1<sup>st</sup> Avenue & Seneca St

0.2 Miles

Flyer placed on pole.

Yes



**LOCATION: SEATTLE CENTRAL PUBLIC LIBRARY (\*) (POLE)**

Address: Madison St & 4<sup>th</sup> Avenue

Distance from Site: 0.3 Miles

Placement: Dropped off poster with Jeff for consideration to hang; hung poster on pole directly outside of library, as well.

Visible from Street: Yes



**LOCATION: PIKE PLACE MARKET HERITAGE HOUSE + FOOD BANK (\*) (POLE)**

Address: Western Avenue @ Pike Place Market

Distance from Site: 0.5 Miles

Placement: Spoke with Jennifer at Heritage House who advised that they did not have a place for us to hang the poster and 'residents don't go out that late' + Food Bank (closed); hung poster directly across from each.

Visible from Street: Yes





**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**LIGHT/TELEPHONE POLE**Marion St & 3<sup>rd</sup> Ave

0.2 Miles

Flyer placed on pole.

Yes

**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**INTERNATIONAL DISTRICT/CHINATOWN BRANCH LIBRARY + COMMUNITY CENTER (\*) (POLE)**

Dearborn &amp; 8th

0.6 Miles

Left poster with Phong at library for consideration. Community Center location closed for remodel; flyer placed on pole directly across street from Library and Center.

Yes



## 815 Western Ave. Project

### ***Addendum A***

#### **Materials Demonstrating that Each Outreach Method Was Conducted**

---

##### *Initial Planning and DON Communication*

- *Email to DON requesting listing on DON blog*
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- *Poster documentation with photos / locations*

##### **Project Hotline**

- ***Hotline script***

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- *Site walk PowerPoint handout/meeting agenda*

## Project Hotline: 815 Western | VOICEMAIL SCRIPT

Project Address: 815 Western, Seattle, WA  
Brief Description: The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.  
Contact: Natalie Quick (outreach)  
Applicant: Martin Smith Real Estate  
Contact Information: [815Western@gmail.com](mailto:815Western@gmail.com)  
Type of Building: Mixed-Use  
Neighborhood: Downtown  
In Equity Area: Yes

---

Hello! Thank you for calling our 815 Western Ave project design review hotline. To bypass this message, please press 1. Located at 815 Western Ave, this project is a proposed 16- to 18-story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units in downtown Seattle.

The contact person for this project is Natalie Quick and additional information can be found at the Seattle Services Portal on the Seattle.gov website using the project address. To provide direct feedback for us as the project applicant, you may leave detailed comments, questions or concerns at the conclusion of this message. To do so, please clearly state your name, phone number and email address. This line is monitored daily and we try to return phone calls within 48 hours. You may also email us at [815western@gmail.com](mailto:815western@gmail.com).

Additionally, you are invited to join us for a site walk at 815 Western Ave beginning promptly at 6:00 p.m. and ending around 7:30 p.m. on Tuesday, September 18<sup>th</sup>, 2018 with the project team and their architects on-site to discuss the vision and approach for this new 16- to 18-story mixed-use building in downtown Seattle. The site tour is also wheelchair accessible and can be made accessible for people with health conditions or impairments. Please contact [815Western@gmail.com](mailto:815Western@gmail.com) at least two business days before the tour for accommodations.

Please also remember that all comments are subject to transcription and public disclosure, and any information collected may be made public. Thank you and have a great day.

## 815 Western Ave. Project

### ***Addendum A***

#### **Materials Demonstrating that Each Outreach Method Was Conducted**

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##### *Initial Planning and DON Communication*

- *Email to DON requesting listing on DON blog*
- *Initial outreach plan*

##### *Project Poster*

- *Project poster*
- *Poster distribution list*
- *Poster documentation with photos / locations*

##### *Project Hotline*

- *Hotline script*
- *Translated hotline scripts: Spanish, Amharic and Somali*

##### ***Project Site Walk and Community Meeting***

- *Confirmation that event is on DON calendar*
- *Correspondence with Pioneer Square Residents Council re: presentation*
- *West Edge Neighborhood Association presentation photos*
- *West Edge Neighborhood Association presentation comment summary*
- *Emails to community groups*
- *Site walk sign in sheets*
- *Comment summary*
- *Site walk photos*
- *Site walk PowerPoint handout/meeting agenda*





Natalie Quick &lt;815western@gmail.com&gt;

## New event for Early Outreach for Design Review Projects : Site Walk for 815 Western Ave Project

1 message

City of Seattle <calendar.1410642@trumba.com>  
To: NATALIE QUICK <815Western@gmail.com>

Wed, Sep 5, 2018 at 3:34 PM

### Thank you for submitting the following event to the Early Outreach for Design Review Projects calendar.

#### Site Walk for [815 Western Ave](#) Project

**DATE** Thursday, September 20, 2018

**TIME** 6:00 pm – 7:30 pm PDT

**WHERE** [815 Western Ave.](#)  
[815 Western Ave](#)  
[Seattle, WA 98104](#)

**BUILDING NAME /  
ROOM NUMBER /  
SITE** **Join Us for a Site Walk to Learn More About the [815 Western Ave.](#) Project**

Join the project team and their architects to discuss the vision and approach for this new downtown mixed-use project. Coffee and pastries will be provided. All are welcome. No RSVP needed.

The site tour is wheelchair accessible and can be made accessible for people with health conditions or impairments. Please contact [815Western@gmail.com](mailto:815Western@gmail.com) at least two business days before the tour for accommodations.

The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.

**EVENT  
DESCRIPTION** **Join Us for a Site Walk to Learn More About the [815 Western Ave.](#) Project**

Join the project team and their architects to discuss the vision and approach for this new downtown mixed-use project. Coffee and pastries will be provided. All are welcome. No RSVP needed.

The site tour is wheelchair accessible and can be made accessible for people with health conditions or impairments. Please contact [815Western@gmail.com](mailto:815Western@gmail.com) at least two business days before the tour for accommodations.

The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.

**NEIGHBORHOODS** Downtown Commercial Core

<b>DON PROGRAMS</b>	Outreach and Engagement
<b>EVENT TYPES</b>	Community, Neighborhood Meetings
<b>AUDIENCE</b>	All
<b>CONTACT</b>	Natalie Quick
<b>PRE-REGISTER</b>	No
<b>COST</b>	Free
<b>DESCRIPTION</b>	<b>Join Us for a Site Walk to Learn More About the 815 Western Ave. Project</b>

Join the project team and their architects to discuss the vision and approach for this new downtown mixed-use project. Coffee and pastries will be provided. All are welcome. No RSVP needed.

The site tour is wheelchair accessible and can be made accessible for people with health conditions or impairments. Please contact [815Western@gmail.com](mailto:815Western@gmail.com) at least two business days before the tour for accommodations.

The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.

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[Withdraw event submission](#)

Replies to this email will be forwarded to **the calendar publisher**.



Joy Johnston &lt;joynjohnston@gmail.com&gt;

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**Fwd: Overview for Pioneer Square Residents**

1 message

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**Natalie Quick** <natalie@nataliequickconsulting.com>  
To: Joy Johnston <joynjohnston@gmail.com>

Mon, Oct 15, 2018 at 2:19 PM

This is for Pioneer Square Residents Council

----- Forwarded message -----

From: **Natalie Quick** <natalie@nataliequickconsulting.com>  
Date: Tue, Sep 11, 2018 at 5:47 PM  
Subject: Re: Overview for Pioneer Square Residents  
To: Tija Petrovich <mstija@gmail.com>

Sure, that sounds great.

I also sent you our upcoming Site walk info (from our project Gmail) so you can share with others as needed.

On Thu, Aug 30, 2018 at 11:39 AM, Tija Petrovich <mstija@gmail.com> wrote:

Hi Natalie,

We are right in the middle of our PS fundraising drive and I (also) own my own PS business so time is tight right now. As PS resident president, it is my job to gather donations so I am spread thin and not always near a phone. This will calm down soon.

How about if I try to call when I have a some time to talk?

Tija

On 8/27/2018 4:58 PM, Natalie Quick wrote:

Hi Tija,

Sure - happy to do so. Do you have time for a quick call tomorrow to discuss? Might be easiest that way -

Best,  
Natalie

On Wed, Aug 22, 2018 at 2:27 PM, Tija Petrovich <mstija@gmail.com <mailto:mstija@gmail.com>> wrote:

Hi Natalie,

My name is Tija (Tia) and I am the current president of the PS Residents' Council. My apologies that it has taken so long to reach out. We are in our big fundraiser season.

Can you fill me in on your request for a project overview?

Full disclosure, we are currently booked with project overviews through year end. We have an opening for our January meeting. Overviews are 15-20 minutes in length.



Joy Johnston &lt;joynjohnston@gmail.com&gt;

---

**Fwd: Question - Pioneer Square resident's council**

1 message

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**Natalie Quick** <815western@gmail.com>  
To: joynjohnston@gmail.com

Mon, Oct 15, 2018 at 2:21 PM

----- Forwarded message -----

From: **Natalie Quick** <815western@gmail.com>  
Date: Thu, Sep 6, 2018 at 9:09 AM  
Subject: Question - Pioneer Square resident's council  
To: DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>

Hi Danielle,

Quick question - we reached out to the PS residents council for a presentation (per our equity outreach) and here's their reply below. Is documentation of this response enough for us to cross this off the list for now?

Please advise -

Best,  
Natalie

Hi Natalie,

My name is Tija (Tia) and I am the current president of the PS Residents' Council. My apologies that it has taken so long to reach out. We are in our big fundraiser season.

Can you fill me in on your request for a project overview?

Full disclosure, we are currently booked with project overviews through year end. We have an opening for our January meeting. Overviews are 15-20 minutes in length.

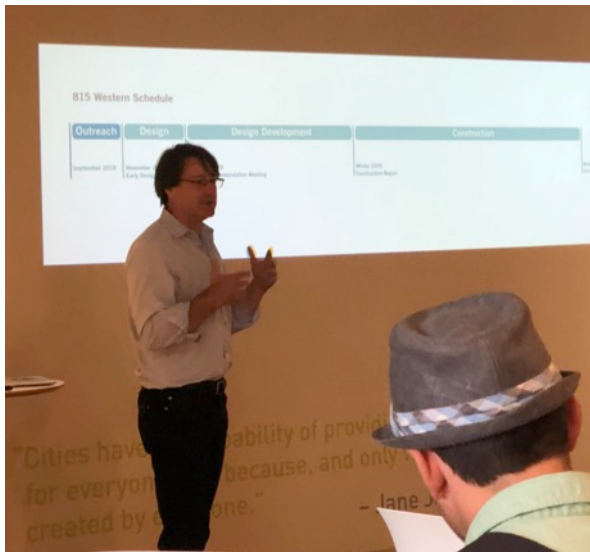
Hope this information helps.

**815 Western Ave. Project**  
**Presentation to West Edge Neighborhood Association**  
Photos  
*Event Date: September 5, 2018*

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**815 Western Ave. Project**  
**Presentation at West Edge Neighborhood Association**  
*Event Date: September 5, 2018*

**Comment Summary**  
*What Was Heard at the Meeting*

Q: Where is the retail?

A: Mainly on the Alaskan Way elevation but probably some on all four sides. (Eric Mott)

Q: If Western isn't retail what would it be?

A: Western is really the only location for vehicular chess, e.g., to parking and loading berths. (Mott)

Q: Is the site flat?

A: For Seattle, yes. (Mott)

Q: How much parking will be provided?

A: We're not sure of the exact count, but we intend to building three levels of below-grade parking. (Mott) This answer seemed to satisfy the questioner, who otherwise expressed no concerns about parking.

Q: What if the LID doesn't pass?

A: The success or failure of the City's proposed LID won't affect us one way or the other. We're going to build the project. (From me)

Q: Will there be retail off the (pedestrian) bridge?

A: Right now there's no connection, and the floors of the building don't align with the height of the proposed new bridge, but we're looking at opportunities. (Mott) There was a lot of support for retail off the bridge. and retail in general.

Q: Where's the loading dock?

A: Inside the building with access from Western. (Mott)

There were about 20 people present when the presentation began.



Joy Johnston &lt;joynjohnston@gmail.com&gt;

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**Fwd: Please share with Resident's Council**

1 message

---

**Natalie Quick** <815western@gmail.com>  
To: joynjohnston@gmail.com

Mon, Oct 15, 2018 at 2:20 PM

----- Forwarded message -----

From: **Natalie Quick** <815western@gmail.com>  
Date: Tue, Sep 11, 2018 at 11:30 AM  
Subject: Please share with Resident's Council  
To: <tija@seattlefitness.com>

Hi Tija!

I know the Resident's Council is booked for a presentation through end of the year, but we still wanted to share the attached project poster about our upcoming Site Walk event - can you please share with your group?

All are welcome!

Best,  
Natalie

---

 **815 Western Poster FINAL.pdf**  
211K





Joy Johnston <joynjohnston@gmail.com>

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## Fwd: Please share with West Edge folks

1 message

---

**Natalie Quick** <815western@gmail.com>  
To: joynjohnston@gmail.com

Mon, Oct 15, 2018 at 2:21 PM

----- Forwarded message -----

From: **Natalie Quick** <815western@gmail.com>  
Date: Tue, Sep 11, 2018 at 11:28 AM  
Subject: Please share with West Edge folks  
To: <linda@lindamitchell.org>

Hi Linda!

The 815 Western project team recently presented to the West Edge Neighborhood Association - can you please share the attached project poster and Site Walk event?

All are welcome!

Best,  
Natalie

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 **815 Western Poster FINAL.pdf**  
211K

Thursday, September 20, 2018  
Sign-In Sheet

[illegible]

**Site Walk Event: 815 Western Ave.**  
*Event Date: Thursday, September 20, 2018*

**Comment Summary**  
*What Was Heard at the Site Walk*

No comments or questions.

**NOTE: No voicemails were received via the project hotline and no emails were received via the project email.**

## Site Walk Event: 815 Western Ave.

Photos

*Event Date: Thursday, September 20, 2018*

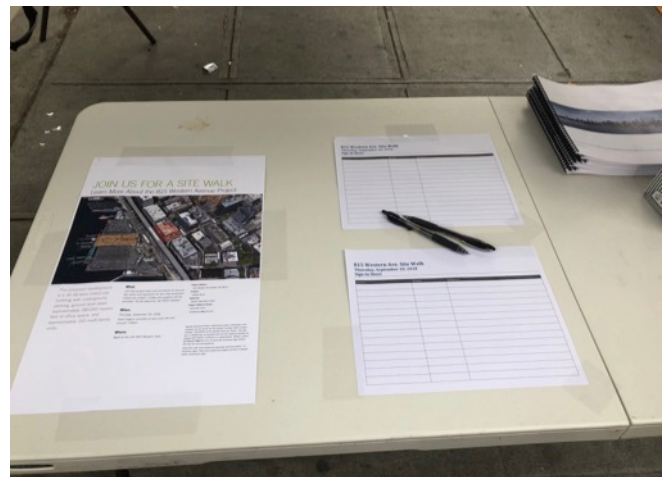
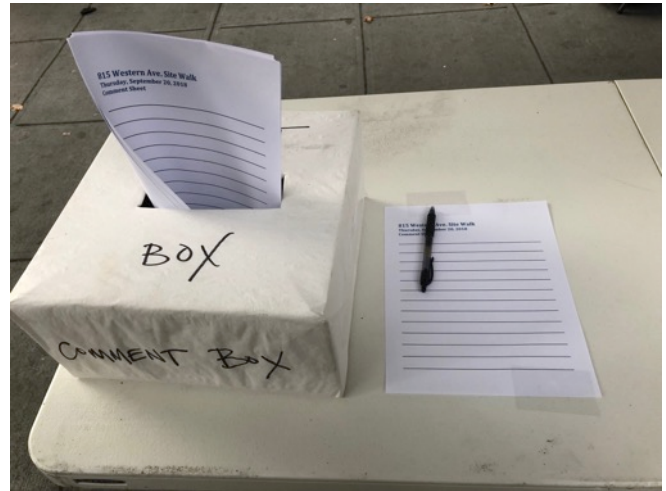
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<b>Project Address:</b>	815 Western, Seattle, WA
<b>Brief Description:</b>	The proposed development a 16-18 story mixed-use building with underground parking, ground level retail, approximately 280,000 square feet of office space, and approximately 150 multi-family units.
<b>Contact:</b>	Natalie Quick (outreach)
<b>Applicant:</b>	Martin Smith Real Estate
<b>Contact Information:</b>	<a href="mailto:815Western@gmail.com">815Western@gmail.com</a>
<b>Type of Building:</b>	Mixed-Use
<b>Neighborhood:</b>	Downtown
<b>In Equity Area:</b>	Yes

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This event is part of the City of Seattle's required Early Design Review outreach program. All comments and information obtained may be subject to public disclosure laws.

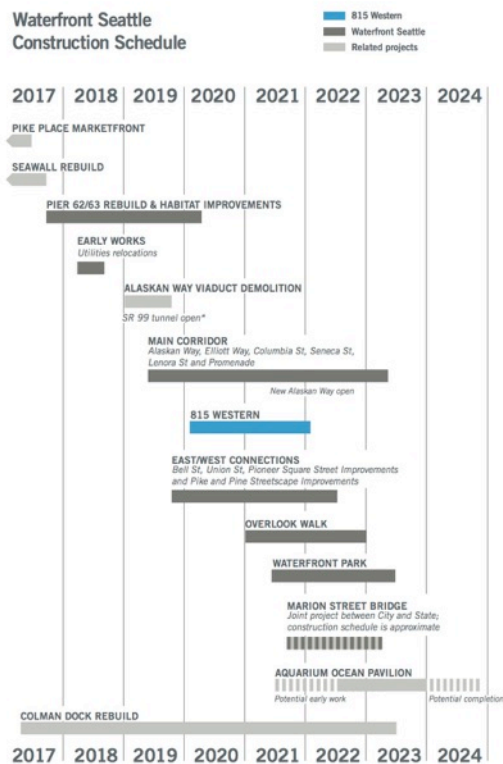
Martin Selig Real Estate 815 Western | Public Outreach | 09.05.2018

PERKINS+WILL

## 815 Western Schedule



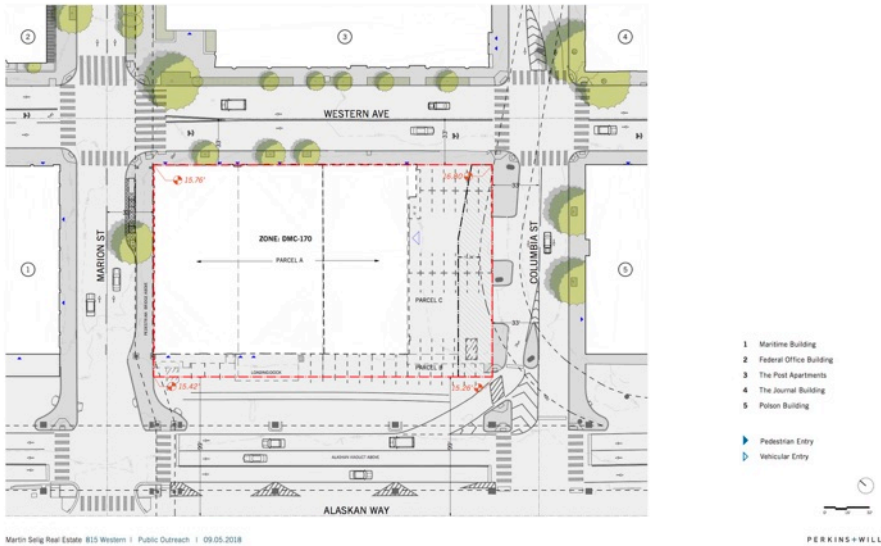
## Waterfront Seattle Construction Schedule



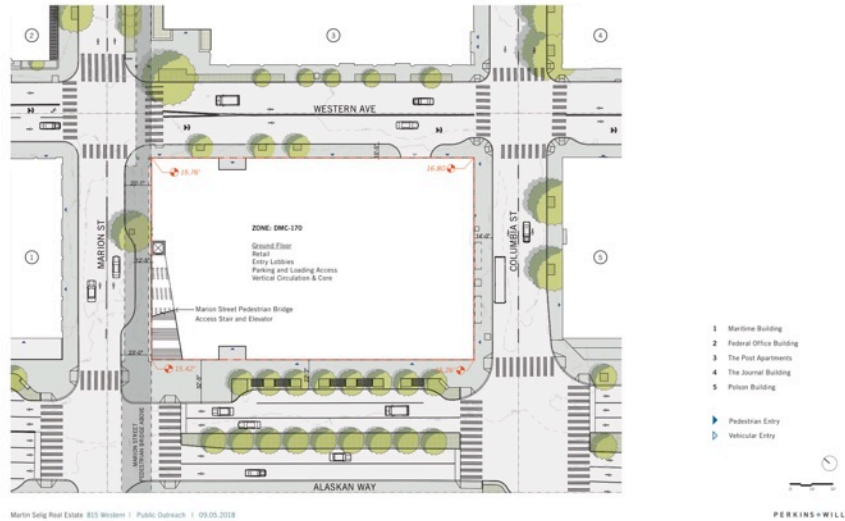
\*Waterfront schedule information from <https://waterfrontseattle.org/budget-schedule>



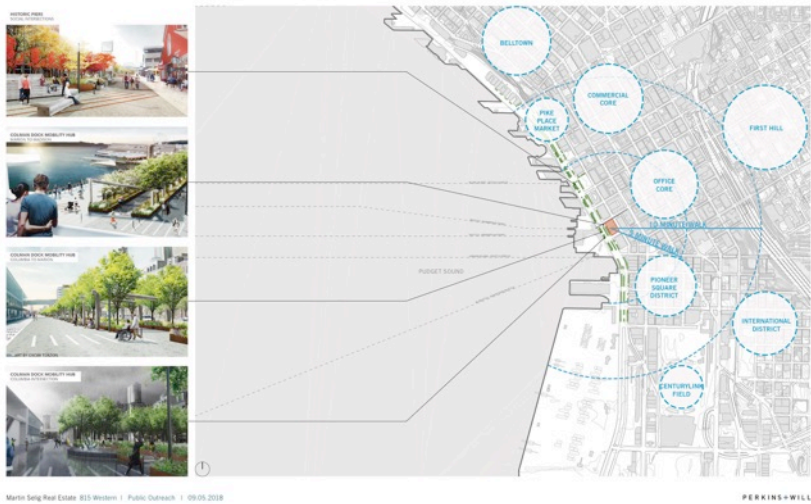
EXISTING CONTEXT PLAN /

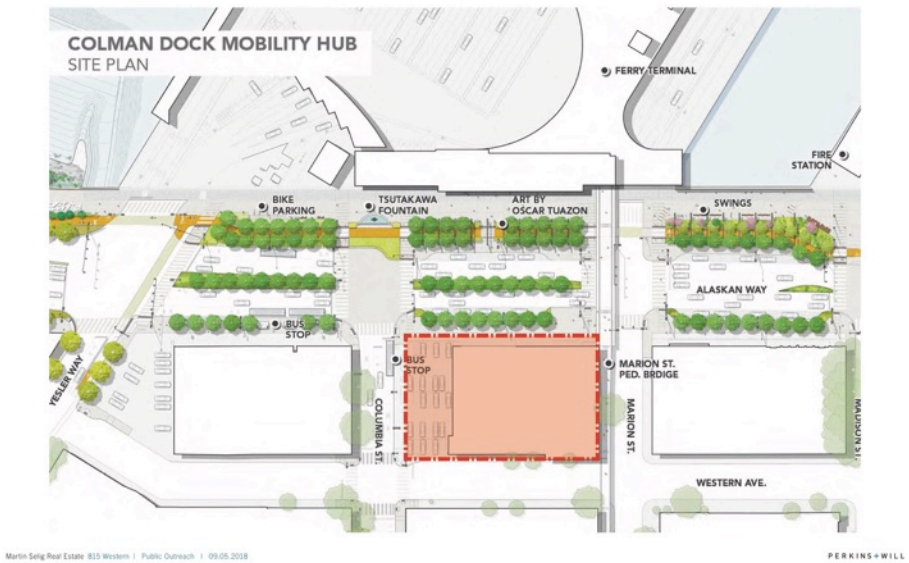
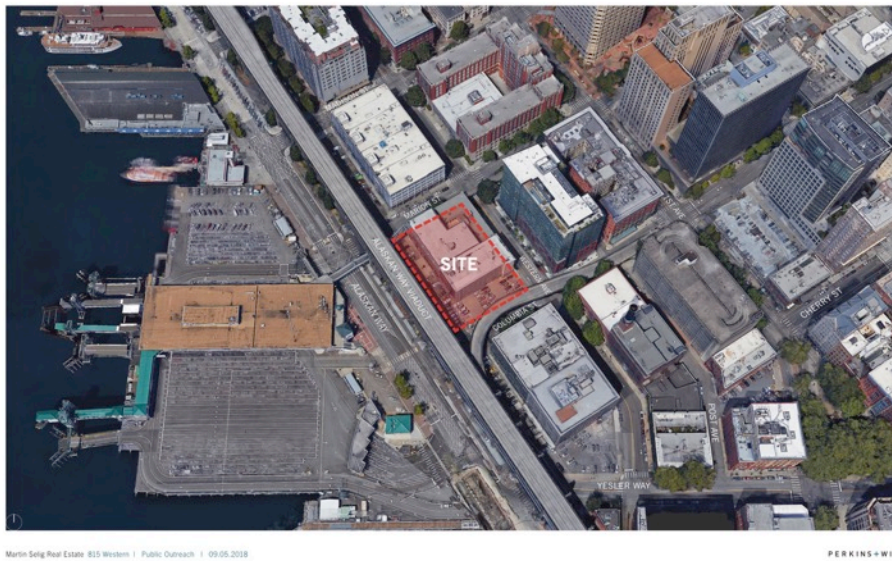


FUTURE CONTEXT PLAN /

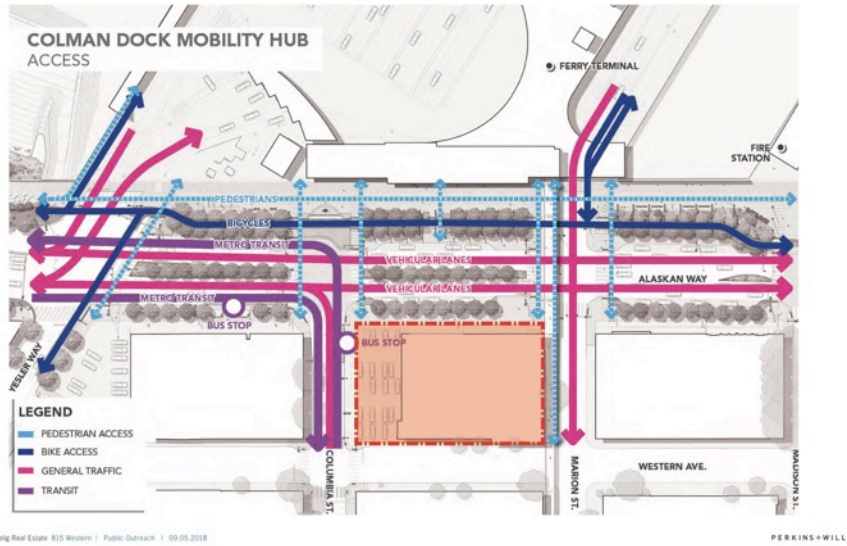


REGIONAL MAP /









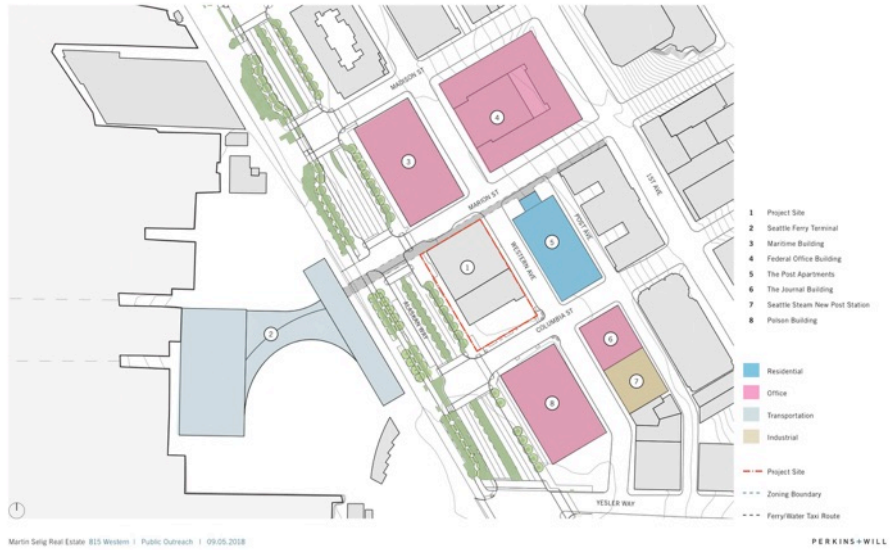
## MARION STREET PEDESTRIAN BRIDGE REDEVELOPMENT /



## MARION STREET PEDESTRIAN BRIDGE REDEVELOPMENT /



# VICINITY MAP /



## VICINITY MAP /



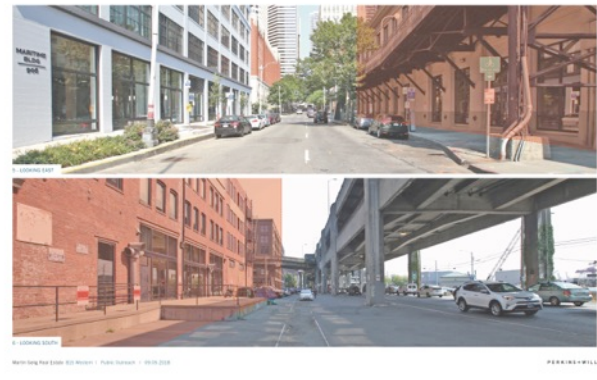
## VIEWS AT INTERSECTION OF MARION ST & WESTERN AVE /



## VIEWS AT INTERSECTION OF COLUMBIA ST & WESTERN AVE /



## VIEWS AT INTERSECTION OF MARION ST & ALASKAN WAY /



## VIEWS AT INTERSECTION OF COLUMBIA ST & ALASKAN WAY /



## PHOTO MONTAGE OF STREET SECTION /





PHOTO MONTAGE OF STREET SECTION /

ALABAMA WAY LOOKING EAST



Martin Selig Real Estate 815 Western / Public Outreach / 09-05-2018

PERKINS+WILL



View from Pedestrian Bridge 815 Western / Public Outreach / 09-05-2018

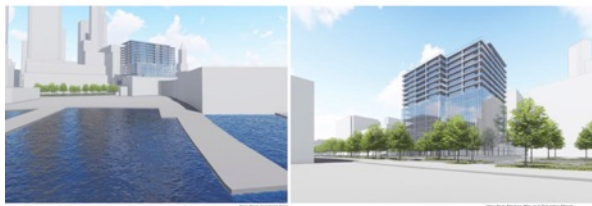
View from Western Street Pedestrian Bridge

Street-level pedestrian and view along Western Way from bridge

PERKINS+WILL

OFFICE MASSING /

MIXED USE MASSING /

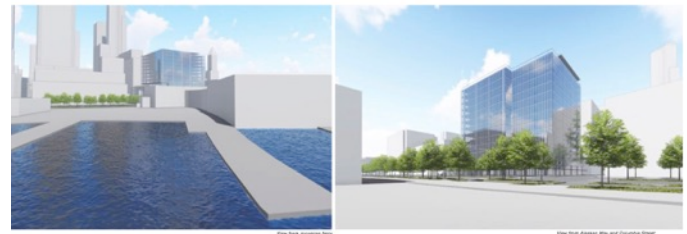


View from Looking West

View from Western Way and Courthouse Street

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View from Looking West

View from Western Way and Courthouse Street

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INTERIOR CONCEPT /

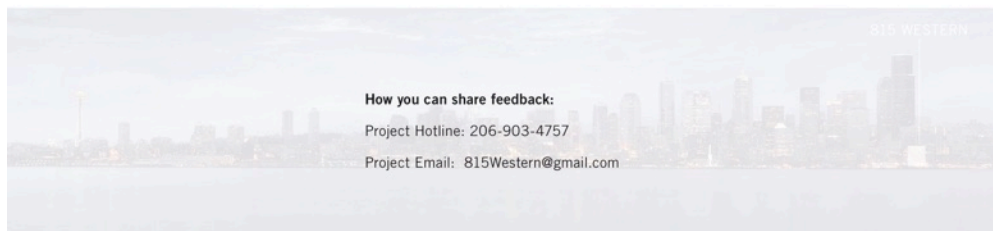


Interior concept for West / looking towards Court Way

Martin Selig Real Estate 815 Western / Public Outreach / 09-05-2018

PERKINS+WILL

COMMENT /



How you can share feedback:

Project Hotline: 206-903-4757

Project Email: 815Western@gmail.com