### **1422 SENECA ST PROJECT**

# CITY OF SEATTLE REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW OUTREACH DOCUMENTATION

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- Outreach plan

Printed Outreach: Project Poster

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

Electronic/Digital Outreach: Project Hotline

Hotline script

In-person Outreach: Site Walk

- Confirmation that event is on DON calendar
- Site Walk sign in sheets
- Comment summary
- Site Walk photos
- Site Walk PowerPoint handout/meeting agenda

Submitted by:
Natalie Quick Consulting
natalie@nataliequick.com | 206.779.0489
July 2019

### 1422 Seneca St Project Brief Summary of Outreach Methods and What We Heard from the Community

**Project Address:** 1422 Seneca Street, Seattle WA 98101

**Brief Description:** The proposed multifamily development will include approximately 108 Small

Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking

is required per city code.

Contact: Natalie Quick

Applicant:Pryde Development Co./ CLARK | BARNESContact Information:1422SenecaStreet@gmail.com/206-452-0724

**Type of building:** Multifamily **Neighborhood:** Capitol Hill

In Equity Area: No

### **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 publiclyaccessible 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 14 locations according to and exceeding requirements. Poster, spreadsheet with locations, and photos included in Addendum A.
- Date completed: June 24, 2019

### **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: June 24, 2019

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

- Choice: SITE WALK, HIGH IMPACT
- Requirement: Guided tour or site walk
- What we did: Held a Site Walk event, open to the public, publicized through posters and DON calendar. Event photos, agenda, sign-in sheets, and comments included in Addendum A.
- Date completed: July 8, 2019

### What We Heard From the Community

Summary of Comments/Questions Heard at the Site Walk on July 8, 2019:

### **Design-Related Comments:**

N/A

### **Non-Design Related Comments:**

Several attendees hoped the trees on the west side of the property would be retained

- One attendee hoped the project would incorporate some element of space for children as the neighborhood is lacking play and open space for children
- Several attendees inquired how tall the building is envisioned
- One attendee inquired how much space there would be between the project and the building immediately to the west, especially as it relates to light on the existing apartment to the west

### **Miscellaneous Comments:**

One attendee asked whether this project would participate in MFTE

Several attendees inquired about the project timeline

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

# 1422 Seneca St Project Checklist: Early Community Outreach for Design Review

DON Rule	Category	Description	Date Completed	Task Documentation
I.C.	Project Informatio n, Public Notice	Submit project information to DON, DON posts information online or other publicly available place	June 20, 2019	Provided project information via email to DON staff, 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	CHOICE: High Impact 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	June 24, 2019	Posters hung in 14 locations. Spreadsheet with locations and photos included in Addendum A.
I.D. II.A.2	Types of Outreach Outreach Methods for the Plan	CHOICE: High Impact  Project hotline (information and voicemail)  Include all requirements in III.B	June 24, 2019	Voicemail line and script established. Checked voicemail daily for messages. Script and any voicemails received included in Addendum A.
I.D. II.A.3	Types of Outreach Outreach Methods for the Plan	CHOICE: High Impact Guided tour or site walk.	June 24, 2019 June 24, 2019	Site walk added to DON calendar. Email confirmation included in Addendum A.  Posters hung with event information in list of locations included in Addendum A.
	riaii		July 8, 2019	Site walk held on July 8, 2019. Event photos, sign-in sheets, community feedback / comments included in Addendum A.
III.A.	Printed	<ul> <li>All printed outreach materials shall:         <ul> <li>Include a brief summary of the proposal</li> </ul> </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>	June 24, 2019	Copy of poster included in Addendum A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall:  Include a brief summary of the proposal	June 24, 2019	Voicemail line and script established. Checked voicemail daily for

III.C.	In-nerson	<ul> <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> <li>All in-person outreach events shall:</li> </ul>	lune 24, 2019	messages. Script and any voicemails received included in Addendum A.  Site walk added to DON calendar.
	In-person	All in-person outreach events shall:  Be open to the general public and publicized by the applicant using 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 at least 14 days in advance for high impact method	June 24, 2019  June 24, 2019  July 8, 2019	Email confirmation included in Addendum A.  Posters hung with event information in list of locations included in Addendum A.  Site walk held on July 8, 2019. Event photos, sign-in sheets, community feedback / comments included in Addendum A.
VI.A.1.	Outreach Document ation	Summary		Outreach Plan copy included in Addendum A.
VI.A.2.	Outreach Document ation	Printed Material Documentation		See notation above for Print Outreach. Copies of poster, distribution list and photos of posters in 13 locations included in Addendum A.
VI.A.3.	Outreach Document ation	Digital Documentation		See notation above for Digital Outreach. Copy of VM script and phone number included in Addendum A.
VI.A.4.	Outreach Document ation	In-person Documentation		See notation above for In-person Outreach. Event photos, sign-in sheets, community feedback / comments included in Addendum A.

### 1422 Seneca St Project

### Addendum A:

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

### Table of Contents

### Initial Planning and DON Communication

- Listing on DON blog
- Outreach plan

Printed Outreach: Project Poster

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Electronic/Digital Outreach: Project Hotline

Hotline script

In-person Outreach: Site Walk

- Confirmation that event is on DON calendar
- Site Walk sign in sheets
- Comment summary
- Site Walk photos
- Site Walk PowerPoint handout/meeting agenda



Natalie Quick <1422senecastreet@gmail.com>

### New project for DON blog: 1422 Seneca St

3 messages

Natalie Quick <1422senecastreet@gmail.com>

To: DREarlyOutreach@seattle.gov

Thu, Jun 20, 2019 at 12:23 PM

Hi!

Can you please add the following project to the DON blog? Thank you for your help!

Natalie

Project Address: 1422 Seneca Street, Seattle WA 98101

Brief Description: The proposed multifamily development will include approximately 108 Small Efficiency Dwelling

Units (SEDUs) with ground floor amenity space. No parking is required per city code.

Contact: Natalie Quick

Applicant: Pryde Development Co./ CLARK I BARNES Contact Information: 1422SenecaStreet@gmail.com

Type of building: Multifamily Neighborhood: Capitol Hill

In Equity Area: No

**DON\_DREarlyOutreach** <DREarlyOutreach@seattle.gov> To: Natalie Quick <1422senecastreet@gmail.com>

Thu, Jun 20, 2019 at 1:12 PM

Hi Natalie,

Your project has been posted to the blog.

### **Danielle Friedman**

### Strategic Initiatives Advisor

Pronouns: She/her/hers

Office: 206-256-5973

seattle.gov/neighborhoods



### City of Seattle Design Review Required Outreach Outreach Plan | June 14, 2019

Project Address: 1422 Seneca Street, Seattle WA 98101

**Brief Description:** The proposed multifamily development will include approximately 108 Small

Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking

is required per city code.

Contact: Natalie Quick

**Applicant:** Pryde Development Co./ CLARK | BARNES

Contact Information: 1422SenecaStreet@gmail.com

**Type of building:** Multifamily **Neighborhood:** Capitol Hill

In Equity Area: No

#### **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 the site location, a brief description of the project, a link to the Seattle Services Portal, information about the upcoming site walk, the project email address and details about how to leave a message. Messages left on the 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: Site Walk

We will host a site walk 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 site walk. We will document the site walk with copies of the sign-in sheet, photos of the event, any written feedback forms shared and the fact sheet.

### 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 site walk, SDCI project number, address, hotline and email address, as well as basic project information that directs interested parties to the hotline number. The poster will be available for a minimum of 14 days.

### 1422 Seneca St Project

### Addendum A:

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

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- Project poster
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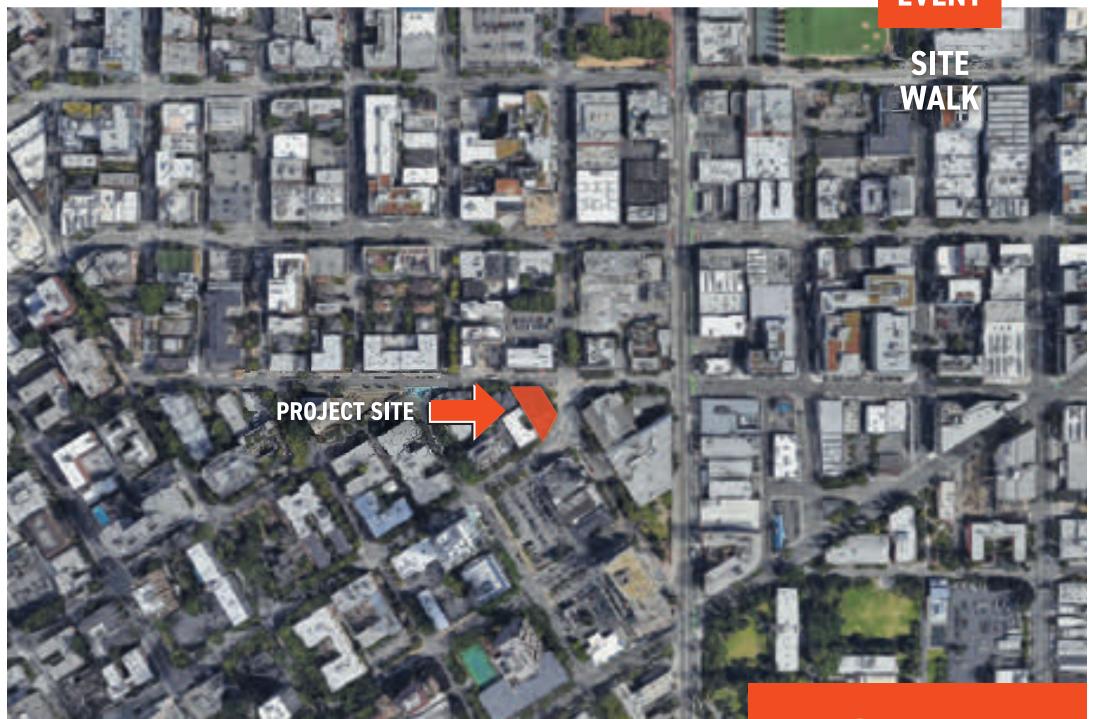
Electronic/Digital Outreach: Project Hotline

Hotline script

In-person Outreach: Site Walk

- Confirmation that event is on DON calendar
- Site Walk sign in sheets
- Comment summary
- Site Walk photos
- Site Walk PowerPoint handout/meeting agenda





# JOIN US

JOIN US FOR A SITE WALK TO PROVIDE INPUT ON THE

# 1422 Seneca St Project.

The proposed multifamily development will include approximately 108 Small Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking is required per city code. The project site is zoned high rise.

**What:** Let us know what you think! Join the project team and their

architects to discuss the vision and approach for this new project in the neighborhood. Coffee and cookies will be provided. All are

welcome. No RSVP needed.

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

Date: Monday, July 8, 2019

**Where:** Meet at the project site (1422 Seneca St)

# MON JULY 8

PROJECT HOTLINE: **206-452-0724** 

**Project Address:** 

1422 Seneca Street, Seattle, WA 98101

Contact: Natalie Quick

**Applicant:** Pryde Development Co./

CLARK | BARNES

Additional Project Information on Seattle Services Portal via the Project

**Address:** 1422 Seneca St

**Project Hotline & Email:** 

206-452-0724

1422SenecaStreet@gmail.com

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

1422 Seneca St SiteWalk-Poster.indd 1 12:38 PM

1422 Seneca St - Poster Distribution								
Date distributed	Location	Address	Distance Visible From from Site Street?		Notes			
6/24/19	Saint John's Bar & Eatery	419 E Pike St	0.1 mile	No	Flyer placed on wall that is used as community bulletin board.			
6/24/19	Kaladi Brothers Coffee	517 E Pike St	0.2 mile	No	Flyer placed on community bulletin board.			
6/24/19	Starbucks	824 E Pike St	0.2 mile	No	Flyer placed on community bulletin board.			
6/24/19	Capitol Coffee Works	907 E Pike St	0.2 mile	No	Flyer placed on community bulletin board.			
6/24/19	Caffe Vita	1005 E Pike St	0.2 mile	No	Flyer placed on wall that is used as community bulletin board.			
6/24/19	Cupcake Royale	1111 E Pike St	0.3 mile	No	Flyer placed on community bulletin board.			
6/24/19	Pacific Supply Co	1417 12th Ave	0.3 mile	No	Flyer placed on wall under community bulletin board.			
6/24/19	Light/Telephone Pole #1	Seneca St & Boylston Ave	285 feet	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #2	Seneca St & Summit Ave	0.1 mile	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #3	Seneca St & Minor Ave	0.2 mile	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #4	E Pike St & Boylston Ave	0.2 mile	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #5	E Pike St & Broadway	0.2 mile	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #6	E Pike St & 10th Ave	0.2 mile	Yes	Flyer placed on pole.			
6/24/19	Light/Telephone Pole #7	E Pike St & 12th Ave	0.3 mile	Yes	Flyer placed on pole.			

### Poster Distribution: 1422 Seneca St

Images + Site Details

DISTRIBUTION DATE: June 24, 2019

Total # of images: 14

**Project Address:** 1422 Seneca Street, Seattle WA 98101

**Brief Description:** The proposed multifamily development will include approximately 108 Small

Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking

is required per city code.

Contact: Natalie Quick

Applicant:Pryde Development Co./ CLARK | BARNESContact Information:1422SenecaStreet@gmail.com/206-452-0724

Type of building: Multifamily Neighborhood: Capitol Hill

In Equity Area: No

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LOCATION: SAINT JOHN'S BAR & EATERY

Address: 419 E Pike St Distance from Site: 0.1 mile

Placement: Flyer placed on wall that is used as a community bulletin board.



LOCATION: KALADI BROTHERS COFFEE

Address: 517 E Pike St Distance from Site: 0.2 mile

Placement: Flyer placed on community bulletin board.

Visible from Street: No



**LOCATION:** STARBUCKS
Address: 824 E Pike St
Distance from Site: 0.2 mile

Placement: Flyer placed on community bulletin board.



LOCATION: CAPITOL COFFEE WORKS

Address: 907 E Pike St Distance from Site: 0.2 mile

Placement: Flyer placed on community bulletin board.

Visible from Street: No



**LOCATION:** CAFFE VITA
Address: 1005 E Pike St
Distance from Site: 0.2 mile

Placement: Flyer placed on wall that is used as community bulletin board.



LOCATION: CUPCAKE ROYALE

Address: 1111 E Pike St

Distance from Site: 0.3 mile

Placement: Flyer placed on community bulletin board.

Visible from Street: No



LOCATION: PACIFIC SUPPLY CO

Address: 1417 12<sup>th</sup> Ave

Distance from Site: 0.3 mile

Placement: Flyer placed on wall under community bulletin board.



LOCATION: LIGHT/TELEPHONE POLE #1
Address: Seneca St & Boylston Ave

Distance from Site: 285 feet

Placement: Flyer placed on pole.

Visible from Street: Yes



LOCATION: LIGHT/TELEPHONE POLE #2
Address: Seneca St & Summit Ave

Distance from Site: 0.1 mile

Placement: Flyer placed on pole.

Visible from Street: Yes



LOCATION: LIGHT/TELEPHONE POLE #3

Address: Seneca St & Minor Ave

Distance from Site: 0.2 mile

Placement: Flyer placed on pole.

Visible from Street: Yes



LOCATION: LIGHT/TELEPHONE POLE #4
Address: E Pike St & Boylston Ave

Distance from Site: 0.2 mile

Placement: Flyer placed on pole.

Visible from Street: Yes



LOCATION: LIGHT/TELEPHONE POLE #5

Address: E Pike St & Broadway

Distance from Site: 0.2 mile

Placement: Flyer placed on pole.

Visible from Street: Yes



LOCATION: LIGHT/TELEPHONE POLE #6

Address: E Pike St & 10<sup>th</sup> Ave

Distance from Site: 0.2 mile

Placement: Flyer placed on pole.

Visible from Street: Yes



**LIGHT/TELEPHONE POLE #7** E Pike St & 12<sup>th</sup> Ave LOCATION:

Address:

0.3 mile Distance from Site:

Placement: Flyer placed on pole.

Visible from Street: Yes



### 1422 Seneca St Project

### Addendum A:

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

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Printed Outreach: Project Poster

- Project poster
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- Poster documentation with photos / locations

### Electronic/Digital Outreach: Project Hotline

Hotline script

In-person Outreach: Community Meeting

- Confirmation that event is on DON calendar
- Community meeting sign in sheets
- Comment summary
- Community meeting photos
- Community meeting PowerPoint handout/meeting agenda

### Project Hotline: 1422 Seneca St | VOICEMAIL SCRIPT

Hotline phone number: 206-452-0724

Project Address: 1422 Seneca Street, Seattle WA 98101

**Brief Description:** The proposed multifamily development will include approximately 108 Small

Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking

is required per city code.

Contact: Natalie Quick

**Applicant:** Pryde Development Co./ CLARK | BARNES

Contact Information: 1422SenecaStreet@gmail.com

**Type of building:** Multifamily **Neighborhood:** Capitol Hill

In Equity Area: No

Hello! Thank you for calling our 1422 Seneca Street project design review hotline. To bypass this message, please press 1. Located at 1422 Seneca Street, the proposed multifamily development will include approximately 108 Small Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking is required per city code.

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 the project applicant, you may leave detailed comments, questions or concerns at the conclusion of this message. Please make sure you also clearly state your name, phone number and email address. This line is monitored daily and we try to return phone calls within two business days.

You may also email us at 1422SenecaStreet@gmail.com. Additionally, you are invited to join us for a site walk for the project on Monday, July 8<sup>th</sup> from 6pm to 7pm at the project site located at 1422 Seneca Street. The development team will be on site to discuss the project vision and approach.

If you choose to leave a message, please remember that all comments are subject to public disclosure, and any information collected may be made public. Thank you and have a great day.

### 1422 Seneca St Project

### Addendum A:

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

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Electronic/Digital Outreach: Project Hotline

Hotline script

### In-person Outreach: Site Walk

- Confirmation that event is on DON calendar
- Site Walk sign in sheets
- Comment summary
- Site Walk photos
- Site Walk PowerPoint handout/meeting agenda



Natalie Quick <1422senecastreet@gmail.com>

# New event for Early Outreach for Design Review Projects » Submitted : Site Walk: 1422 Seneca St Project

1 message

City of Seattle <calendar.1410843@trumba.com>
To: Natalie Quick <1422SenecaStreet@gmail.com>

Mon, Jun 24, 2019 at 2:30 PM

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

Site Walk: 1422 Seneca St Project

TIME Monday, July 8, 2019
6:00 pm - 7:00 pm PDT
WHERE Meet at the project site

1422 Seneca St Seattle, WA 98101

BUILDING NAME / ROOM NUMBER /

SITE

EVENT DESCRIPTION

Let us know what you think! Join the project team and their architects to discuss the vision and approach for this new project in the neighborhood. Coffee and cookies will

be provided. All are welcome. No RSVP needed.

The proposed multifamily development will include approximately 108 Small Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking is

required per city code.

**NEIGHBORHOODS** Capitol Hill

**DON PROGRAMS** Outreach and Engagement

**EVENT TYPES** Community, Neighborhood Meetings

AUDIENCE All

CONTACT PHONE Natalie Quick 206-452-0724

CONTACT EMAIL 1422SenecaStreet@gmail.com

PRE-REGISTER No COST Free

**DESCRIPTION** Let us know what you think! Join the project team and their architects to discuss the

vision and approach for this new project in the neighborhood. Coffee and cookies will

be provided. All are welcome. No RSVP needed.

### Withdraw event submission

1422 Seneca St Project Community Meeting Monday, July 8, 2019 Sign-In Sheet

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	777						
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### Site Walk: 1422 Seneca St Project

**Event Report** 

EVENT DATE: Monday, July 8, 2019 6pm LOCATION: At the project site

**Project Address:** 1422 Seneca Street, Seattle WA 98101

**Brief Description:** The proposed multifamily development will include approximately 108 Small

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is required per city code.

Contact: Natalie Quick

Applicant:Pryde Development Co./ CLARK | BARNESContact Information:1422SenecaStreet@gmail.com/206-452-0724

**Type of building:** Multifamily **Neighborhood:** Capitol Hill

In Equity Area: No

Approximately 8 people stopped by the table set-up on the sidewalk on the west side of the project location. The project team representative included Brenda Barnes of Clark | Barnes Architecture Firm. 0 comments were left behind.

### **Design-Related Comments:**

N/A

### **Non-Design Related Comments:**

- Several attendees hoped the trees on the west side of the property would be retained
- One attendee hoped the project would incorporate some element of space for children as the neighborhood is lacking play and open space for children
- Several attendees inquired how tall the building is envisioned
- One attendee inquired how much space there would be between the project and the building immediately to the west, especially as it relates to light on the existing apartment to the west

#### **Miscellaneous Comments:**

- One attendee asked whether this project would participate in MFTE
- Several attendees inquired about the project timeline

### Site Walk: 1422 Seneca St Project

**Photos** 

Event Date: July 8, 2019

Event Location: At the project site

Project Address: 1422 Seneca Street, Seattle WA 98101

Brief Description: The proposed multifamily development will include approximately 108 Small

Efficiency Dwelling Units (SEDUs) with ground floor amenity space. No parking is

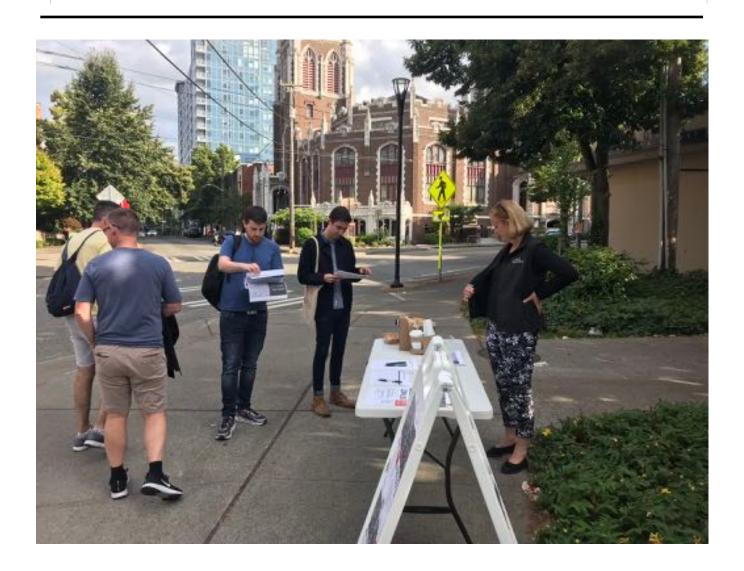
required per city code.

Contact: Natalie Quick

Applicant:Pryde Development Co./ CLARK | BARNESContact Information:1422SenecaStreet@gmail.com/206-452-0724

Type of building: Multifamily Neighborhood: Capitol Hill

In Equity Area: No













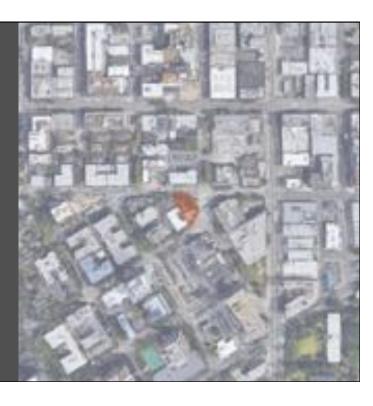
MONDAY JULY 8, 2019 6 - 7 PM

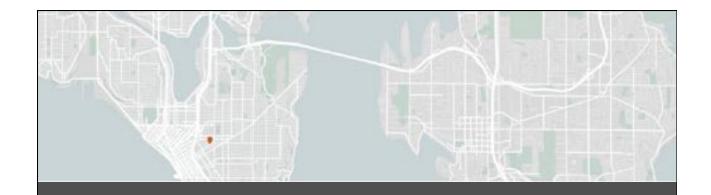
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This event is part of the City of Seattle's required Design Review outreach program. All comments and information obtained may be subject to public disclosure laws.

### PROJECT TEAM

- Developer: PRYDE DEVELOPMENT CO.
- Architect: CLARK | BARNES



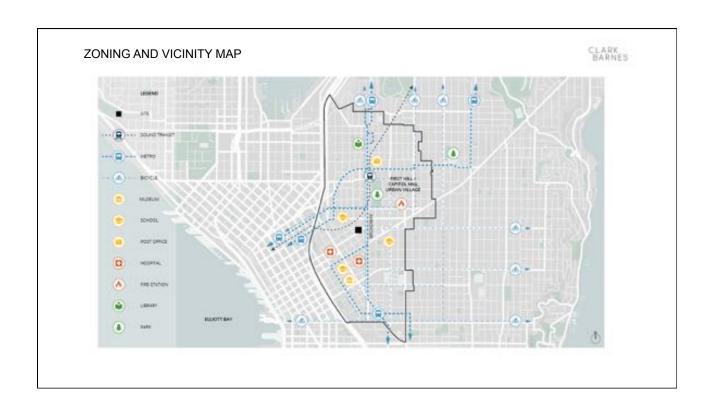


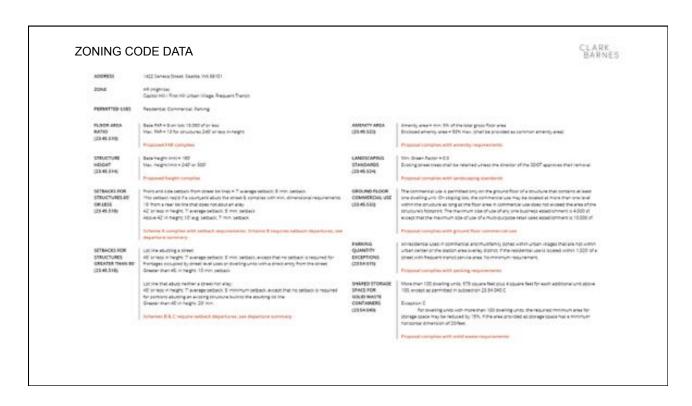
### **PROJECT VISION**

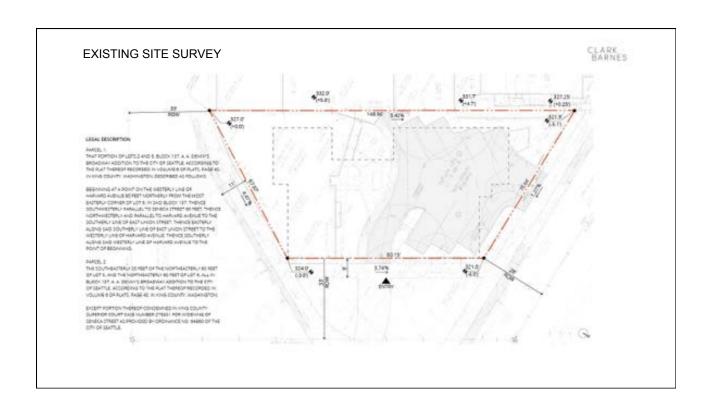
The proposed multifamily development will include approximately 108 SEDUs with ground floor amenity space. No parking or commercial space will be provided.

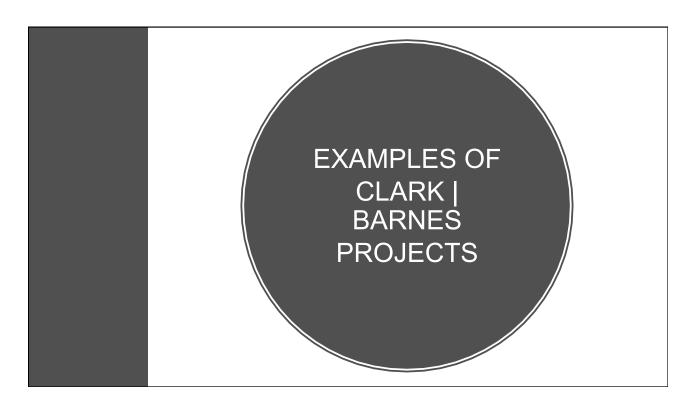
### PROJECT TIMELINE

- Permitting/Entitlement: Early 2020 - Late 2020
- Construction: Early 2021– Early 2022
- Completion: Early 2022

















## **QUESTIONS?**

EMAIL: 1422SenecaStreet@gmail.com