

Department of Neighborhoods  
City of Seattle

Pursuant to Seattle Ordinance No. 125429, the purpose of this report is to provide documentation to satisfy our community outreach effort in preparation for scheduling the first early design guidance meeting for the above-mentioned project number.

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### *Project Information*

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**Developer:** Security Properties

**Project Address:** 2550 32nd Avenue West, Seattle 98199. The site is in the Magnolia Village which is not an equity planning area.

Security Properties is proposing to demolish an existing 19,735 square foot Albertsons grocery store, built in 1955, and replace it with a new 25,000 square foot Safeway grocery store. Designed for the Magnolia neighborhood, the ground-floor store will have approximately 145 units of residential housing above. The housing will be either condominiums or apartments. The project proposed is code compliant with the City of Seattle zoning code.

The mixed-used building will be a total of 6-7 stories and will include underground vehicular and bike parking stalls for both the residential and commercial uses.

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### *Summary of Outreach Activities at a Glance*

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In-Person:	<ul style="list-style-type: none"><li>▪ Focus group open to representatives of community organizations identified by DON</li><li>▪ Hosting or co-hosting a community meeting (at least one hour of presentation/ discussion of project)</li></ul>
Printed	<ul style="list-style-type: none"><li>▪ Direct mailings to residences and businesses within approximately 500 ft radius of the proposed site</li><li>▪ 3 x newspaper articles and project updates</li></ul>
Electronic:	<ul style="list-style-type: none"><li>▪ Project Landing Page to collect questions and feedback</li><li>▪ On-line Survey added to Project Landing Page on 10/3/2019</li></ul>

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## In-Person Outreach

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We commenced with in-person outreach with specific organizations identified by DON in the Magnolia snapshot and that represent both business and community interests. These early discussions informed our due diligence and gave us an opportunity to identify design features that are important to business owners, adjacent neighbors and frequent shoppers in Magnolia Village.

Since the project site is across the street from Catherine Blaine K-8 school, we have had frequent conversations with the PTSA and walked the site with school principal, Ryan LaDage.

### 1. EARLY SMALL GROUP OUTREACH AND PROJECT TEAM INTRODUCTIONS

Re: 2550 - 32nd Avenue



Jason Thibeaux / Discover Magnolia

To: Kym Michela  
Cc: Pat Craft; David Dougherty

3/25/2019

You replied to this message on 3/26/2019 8:11 AM.

How about meeting at Caffè Appassionato near the Fishermans Terminal at noon?

Jason Thibeaux  
Executive Director- Magnolia Chamber of Commerce  
Cell: 206-618-1589

[jason@DiscoverMagnolia.org](mailto:jason@DiscoverMagnolia.org)  
[www.DiscoverMagnolia.org](http://www.DiscoverMagnolia.org)  
Board Meetings 2nd Tuesday of Month  
Monthly Meetings 4th Tuesday of 3rd Month

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**From:** Carol Burton <ctburton7@gmail.com>  
**Sent:** Thursday, April 18, 2019 6:38 PM  
**To:** Kym Michela <kym@michelacom.com>  
**Cc:** David Moehring <dmoehring@consultant.com>  
**Subject:** Re: RE: RE: Magnolia Albertsons

Hi Kym - The Magnolia-Interbay Coalition is on hiatus right now, we haven't met for a couple of months. We lost some leaders and nobody else stepped up. We do still have an active Facebook page so I could post information on your project there. Our email list (Google group) is also still open.

I appreciate you reaching out to the community on this project, if it gets to the point that the Coalition needs to meet with your team I can try and arrange something. We do interact closely with Magnolia Community council so get updates there.

Re: Magnolia Albertsons



Sarah Vrooman <sarahvrooman@gr

To: Kym Michela; LaDage, Ryan T  
Cc: Sharon; VICEPRESIDENT@blainepta.com

7/9/2019

You replied to this message on 7/9/2019 2:29 PM.

What a great thing to proactively reach out to Catharine Blaine on Kym and I'm sure the school staff would have some thoughts since arrival/dismissal safety was a big focus last year. I've copied in our school principal at Catharine Blaine, Mr. Ryan LaDage who should be able to either help you directly or tell you who can.

Warm Regards,

Sarah Vrooman

Re: Magnolia Albertsons



David Moehring <dmoehring@consu

To: Kym Michela

4/4/2019

You replied to this message on 4/5/2019 1:14 PM.

Hi Kym-

Thank you for reaching out! I chair the 6-person land-use community of the Magnolia Community Council. It is hard for me to speak one way or another on particular developments. Do you wish to meet briefly with us. We are meeting at my residence on Thursday April 11th at 7pm.

David Moehring AIA NCARB  
312-965-0634



Land Use Committee  
of the Magnolia Community Council

Magnolia Community Council  
P.O. Box 99564  
Seattle, WA 98139-0564

## 2. COMMUNITY MEETING

On September 17, 2019 we held a community meeting at the Magnolia Library that was advertised via:

- Project update story in the Magnolia Queen Anne Newspaper
- 600-foot mailing to the adjacent neighbors
- Magnolia Community Council Facebook page
- Email by Principal Ryan LaDage sent to the full K-8 parent email list
- We are aware that the meeting was posted on the Magnolia Nextdoor social site



**SECURITY PROPERTIES**

Date: August 22, 2019  
To: Adjacent Neighbors to the Magnolia Albertsons  
From: Security Properties  
Re: Redevelopment of the Magnolia Albertsons

We would like to invite you to a neighbor's meeting to share more information about the likely redevelopment of the Magnolia Albertsons on 32<sup>nd</sup> Avenue West. The meeting will be held on:

**Tuesday, September 17<sup>th</sup>**  
**6:15 p.m. – 7:30 p.m.**  
**Magnolia Library Meeting Room**  
**2801 34th Avenue West**

Anyone can attend this meeting, but we specifically want to discuss the project with residents and commercial property owners who are near the store. Currently, we are in the early stage of site development and working with the City of Seattle on a circulation plan so we may or may not be able to answer all your questions.

Below is the current project information and there is a project website where we will post updates and you can send questions or comments for our design team: [spmagnoliavillage.com](http://spmagnoliavillage.com).

**Project Address:** 2550 32<sup>nd</sup> Avenue West, Seattle 98199.  
**City of Seattle Project Number:** 3034348-EG  
**Developer/Applicant:** Security Properties



From: Ryan LaDage <[rladage@seattleschools.org](mailto:rladage@seattleschools.org)>  
Date: September 16, 2019 at 10:00:33 AM PDT  
To: <[ruehartca@gmail.com](mailto:ruehartca@gmail.com)>  
Subject: Albertson's Project  
Reply-To: [rladage@seattleschools.org](mailto:rladage@seattleschools.org)

Good Morning Blaine Families!

Say ... how many of you have heard that there is a project underway to tear down the ~~Albertson's~~ on 32nd Avenue and replace it with a 25,000 square foot Safeway store and 145 units of either apartments or condos above it? It's been in the works for a while now and is gaining more traction. I recently had a chance to meet with the designers, architects, and president of the Magnolia Chamber of Commerce regarding this project, its impact on Blaine and the neighborhood, and share my opinions on the proposed design plans. I really like what the designs show and can tell that all parties involved truly were thinking of how this redesign would affect us at the school.

With that in mind, there is a community meeting being held tomorrow night from 6:15-7:30pm at the Magnolia Library on 34th Ave W. I'll be there to hear what new is being present and represent Blaine's interests. Here's a link to a recent story about it: <https://queenannemag.com/Content/Business/Business/Article/Security-Properties-redeveloping-Albertsons-as-new-Safeway-store/108/468/40348>

Take care and I'll talk to you later!

RL

Ryan LaDage

Principal - Catharine Blaine K8

Seattle Public Schools would like to continue connecting with you via email. If you prefer to be removed from our list, please contact Seattle Public Schools directly. To stop receiving all email messages distributed through our ~~SchoolMessenger~~ service, follow this link and confirm: [Unsubscribe](#)

~~SchoolMessenger~~ is a notification service used by the nation's leading school systems to connect with parents, students and staff through voice, SMS text, email, and social media.

Twenty-eight community members attended the meeting and twenty-five signed-in requesting project updates.

The presentation included project site maps and an overall discussion about timing, design, access and specifics to the Magnolia Village and Albertsons store. After the presentation, the meeting was opened for a 40-minute Q+A and then split into stations where individuals could ask more detailed questions and provide feedback on community amenities, design and access. The discussions were engaging with overall support for remodeling the Albertsons store.

Most of the feedback was about the new zoning under HALA and its height, bulk and scale impacts on this specific site and the Magnolia Village overall. There is a concern that the character of the Magnolia Village will dramatically change with the new zoning code. The project team anticipated this issue and employed feedback tactics to begin working with the community on design guidelines for this specific site that can also be replicated for future projects in the Magnolia Village. This was also part of our early focus group discussions that helped to identify design characteristics and amenities for the site that enhance the Magnolia Village.

Direct neighbors requested that the project team create communication mechanisms to help monitor impacts of construction noise and other issues during the active construction phase. We assured them that we will take the necessary steps to mitigate noise and disruption and continue to work with them through the entitlement process; not just EDG.

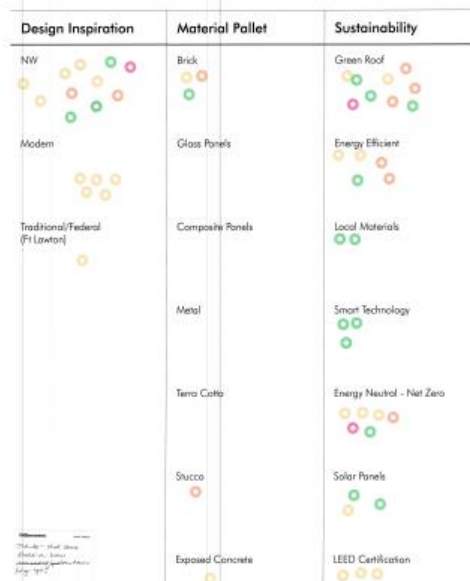
For specific design feedback, each participant was given 10 dots to let us know their priorities for access, design and community amenities.

### Access Comparison



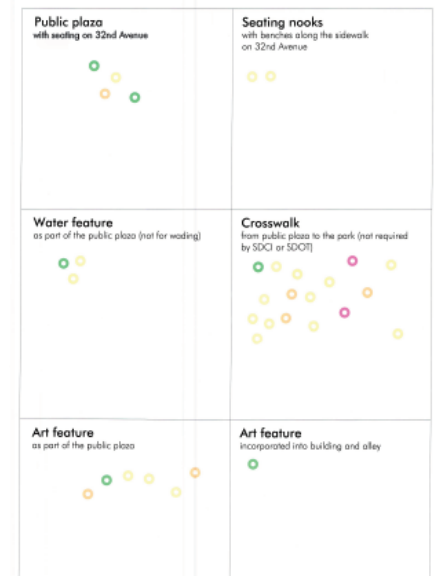
Magnolia Albertsons Redevelopment

### Design & Materials



Magnolia Albertsons Redevelopment

### Community Amenities



Magnolia Albertsons Redevelopment

NAME

EMAIL

ANY SPECIFIC AREA OF INTEREST(S)

Bill Rossmore	brase@live.com	
Walter Hughes	hughesw200@gmail.com	
Shirley Sowhetz	ssowhetz@gmail.com	
Cindy Johnson & Ed Loftus	cynthiakjohnson@comcast.net	
ANDREA KOSALKO	andreakosalko@gmail.com	
H.R. Nickerson	hr.nickerson@comcast.net	
Jennifer Kazemko	jferns@comcast.net	
Cressida Slot	caslote@gmail.com	
Steve Wilson	STEVEWILSON@COMCAST.NET	



9-17-2019 Magnolia Albertsons Community Meeting



NAME	EMAIL	ANY SPECIFIC AREA OF INTEREST(S)
Eric Huang	erichuang78@gmail	
Ryan LaDage	ryanladage@yahoo.com	
Alex Haas	<del>alexhaas@gmail.com</del>	alex.haas@comcast.net
Nicole Shiosaki	nicolefullerton8@gmail.com	
Scott Haas	srgh207@yahoo.com	
Carol McGregor	mcgregor.carol@gmail.com	



NAME

EMAIL

ANY SPECIFIC AREA OF INTEREST(S)

JOHN SULLIVAN	john212@email.com	general info.
EVAN WASON	evanwason7@gmail.com	general
STEPHEN FEDELE	SAFEDELE@GMAIL.COM	GENERAL INFO.
Nicole & Dominic Shiosaki	domshio@gmail.com	general info
DUNCAN McNAB	NONE	"
Monique NICKERSON	moniquenickerson@yahoo.com	
Barbara Bernzard	BARBARA_BERNARD@yahoo.com	design integration



9-17-2019 Magnolia Albertsons Community Meeting

## 1. DIRECT MAILING

On August 22, 2019 we sent a direct mailing to all businesses and residences within 600-feet of the proposed project. The mailing announced the September 17, 2019 community meeting, included basic information about the project, referenced the domain for the project landing page, and included how individuals could track the project via the City of Seattle.

We worked with Barbara Belk at Publisher's Mailing Service: 9126 E Marginal Way S; Tukwila, WA 98108 Phone: 206-448-0411.



Date: August 22, 2019

To: Adjacent Neighbors to the Magnolia Albertsons

From: Security Properties

Re: Redevelopment of the Magnolia Albertsons

We would like to invite you to a neighbor's meeting to share more information about the likely redevelopment of the Magnolia Albertsons on 32<sup>nd</sup> Avenue West. The meeting will be held on:

**Tuesday, September 17<sup>th</sup>**

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Below is the current project information and there is a project website where we will post updates and you can send questions or comments for our design team: [spmagnoliavillage.com](http://spmagnoliavillage.com).

**Project Address:** 2550 32<sup>nd</sup> Avenue West, Seattle 98199.

**City of Seattle Project Number:** 3034348-EG

**Developer/Applicant:** Security Properties





**Project Description:** Security Properties is proposing to demolish an existing 19,735 square foot Albertsons grocery store, built in 1955, and replace it with a new 25,000 square foot Safeway grocery store. Designed for the Magnolia neighborhood, the ground-floor store will have approximately 145 units of residential housing above. The housing will be either condominiums or apartments.

The project proposed is code compliant with the City of Seattle zoning code. The mixed-used building will be a total of 6-7 stories and will include underground vehicular and bike parking stalls for both the residential and commercial uses.

Security Properties has had some early conversations with community stakeholders and based on those conversations is also considering:

- Limited short-term, surface parking for the grocery store
- Plaza area with outdoor seating
- Landscaping for the plaza area
- Public art component that is inspired by Magnolia
- Smaller delivery trucks to service this neighborhood Safeway

If you can't make the September meeting, we assure you that there will be other opportunities and you can always communicate directly through our website at: [spmagnoliavillage.com](http://spmagnoliavillage.com)

Please note that the project website is currently part of the City's mandated early community outreach so any comments before our first Early Design Guidance (EDG) meeting can be made public by the City of Seattle. If you have any questions about this process, please don't hesitate to contact Kym Michela, our outreach coordinator at: [kym@michelacom.com](mailto:kym@michelacom.com)

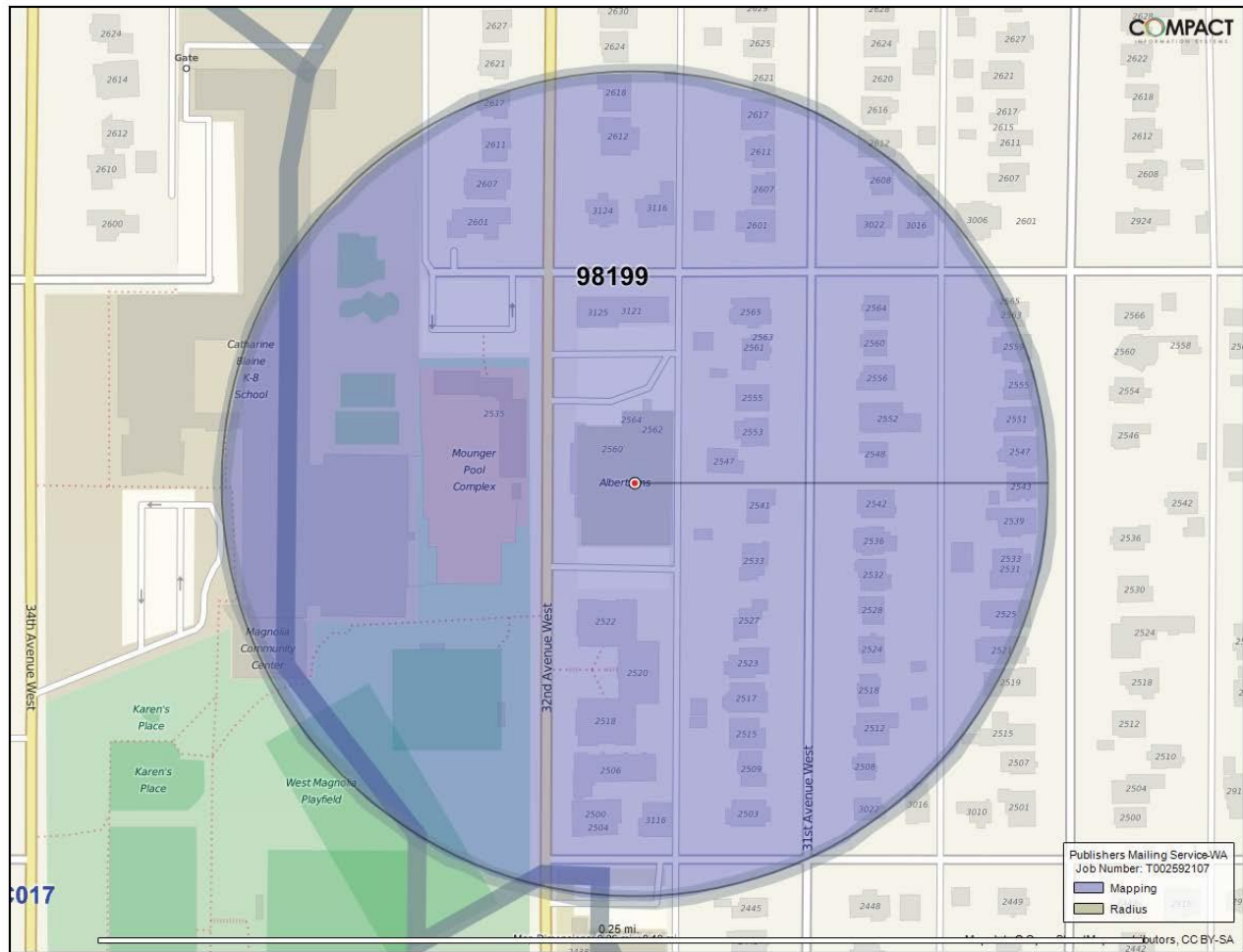
If you want to track our progress through the City of Seattle's design review and permitting process, search the project address: 2550 32<sup>nd</sup> Avenue West, or project number 3034348-EG in the Design Review Calendar and the Seattle Services Portal and our project website.

We look forward to meeting you on September 17<sup>th</sup> or thereafter.

Sincerely,

Security Properties

## SITE MAP WITH RADIUS OF THE MAILING IN PERSPECTIVE TO THE PROJECT SITE



## MAILING LIST

endorse	ws	sequence	crid	title	address1	city	st	zip	zip4
*****	H	1	C027	RESIDENT	3010 W SN	SEATTLE	WA	98199	3349
*****	H	2	C027	RESIDENT	3016 W SN	SEATTLE	WA	98199	3349
*****	H	3	C027	RESIDENT	3022 W SN	SEATTLE	WA	98199	3349
*****	H	4	C027	OCCUPAN	3116 W SN	SEATTLE	WA	98199	3352
*****	H	5	C027	OCCUPAN	3116 1/2 V	SEATTLE	WA	98199	3352
*****	H	6	C027	OCCUPAN	2500 32N	SEATTLE	WA	98199	3220
*****	H	7	C027	RESIDENT	2506 32N	SEATTLE	WA	98199	3232
*****	H	8	C027	RESIDENT	2506 32N	SEATTLE	WA	98199	3232
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*****	H	130	C027	RESIDENT 2607 32ND SEATTLE	WA	98199	3221
*****	H	131	C027	RESIDENT 2601 32ND SEATTLE	WA	98199	3221



## 2. NEWSPAPER ARTICLES

This is a visible project, so we have worked with real estate and community print and digital media to keep the greater community informed about the status and upcoming public meetings.

**DAILY JOURNAL OF COMMERCE**  
Helping Business do Business Since 1893

March 10, 2019

**Security Properties could put 146 units on top of new Magnolia Albertsons**  
By BRIAN MILLER  
Journal Staff Reporter

A little north of Magnolia Village, there's been a grocery store at 2350 32nd Ave. W. for six decades. Current operator Albertsons owns the property, and possible contract buyer Security Properties has filed a new plan to redevelop it.

The plan, by Bumgardner Architects, is for a six-story building with a new grocery store at grade and 146 apartments above.


The property isn't publicly listed for sale. The midblock parcel, which faces Magnolia Community Center, has 41,126 square feet. The 19,735-square-foot building dates to 1955. Albertsons acquired it in 1992 for \$555,000. The property was just upzoned from 40 to 55 feet.

Bumgardner says there would be 212 parking stalls on two underground levels (presumably both for shoppers and residents), plus 146 bike stalls. Both the parking and pedestrian entrances would be on 32nd. The project is listed with a nominal value of \$41 million.

Nationally, Albertsons — which also owns Safeway and other brands — has been closing and selling stores. It's leasing back some stores and redeveloping others with apartments on top.

Similar examples are the Greenwood Safeway, the Upper Queen Anne Safeway and the University District Safeway. In general, the core Seattle stores are getting new apartments and stores, while suburban stores are being sold off and leased back.

Seattle's recent city-wide upzone will only increase such pressures — and land values — for Albertsons' remaining core assets. Those include the 4-acre Safeway/Bumgardner property near University Village, which was just upzoned to 75 feet.



If the redevelopment plan proceeds for the Albertsons' site (blue square), it would be a rare example of new apartment construction in Magnolia.

## Queen Anne & Magnolia news



**Security Properties continues exploring Albertsons redevelopment potential**  
Developer checking feasibility for big changes to Magnolia grocery store

**Security Properties continues exploring Albertsons redevelopment potential**  
Security Properties chief development officer John Marasco is confident a proposed mixed-use redevelopment of the Magnolia Albertsons will get the green light, but it will still be up to three months before the company concludes its feasibility study.

Photos by Brandon Macz: Security Properties expects to complete its study of the Magnolia Albertsons for potential redevelopment within the next three months.

By Brandon Macz  
5/3/2019

Security Properties chief development officer John Marasco is confident a proposed mixed-use redevelopment of the Magnolia Albertsons will get the green light, but it will still be up to three months before the company concludes its feasibility study.

Albertsons Companies is being methodical about redeveloping its Safeway and Albertsons stores with its new urban concept design, targeting several at a time in each market.

"We've been actively working with them on some of their other sites, but we've never been able to get one under control until the Magnolia redevelopment came about," Marasco said.

Security Properties has developed a number of mixed-use housing projects above groceries, including above PCC Markets in Fremont and Columbia City, and On the Parks apartment project on top of the Ballard QFC.

Security Properties and its partners at Bumgardner Architects have brought their working concept for the Magnolia Albertsons to the local chamber and community council for feedback.

It will likely take another 60-90 days before the team finishes studying the property and determines if its plans are feasible, Marasco said. It will also be up to Albertsons Companies whether the project proceeds.

## Queen Anne & Magnolia news

**Security Properties redeveloping Albertsons as new Safeway store**  
Developer plans 145 units above; community meeting set for Sept. 17



Security Properties is moving forward with plans to redevelop the Magnolia Albertsons, which is proposed to be replaced with a 25,000-square-foot Safeway and 145 units of either apartments or condos above it.

The developer has launched a [project website](#), and is holding a community meeting from 6:15-7:30 p.m. on Tuesday, Sept. 17, at the Magnolia Library, according to the Magnolia Community Council.

Security Properties and Bumgardner Architects have met with MCC and the neighborhood chamber previously to discuss and gain support for the redevelopment.

Based on that feedback, the project could include limited short-term surface parking for Safeway customers — the project is proposed to have around 200 below-grade parking stalls — an outdoor plaza, Magnolia-inspired public art, and use smaller delivery trucks for the grocery store, according to the project website.

The project remains in a due diligence phase, and an Early Design Guidance package has yet to be submitted for review for 2550 32nd Ave. W.

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## Digital Outreach Summary

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### INTERACTIVE PROJECT WEBSITE

A [Web landing page](#) was established July 15, 2019 that included all required information and the ability to submit comments. We have received five comments via the website.

We plan on employing the landing page for the duration of the entitlement process in order to provide project updates, announce community meetings and solicit design feedback. For example, we added a garage access survey in order to help inform our design and first EDG meeting.



**Project Number:** 3034348-EG

**Developer/Applicant:** [Security Properties](#)

**Project Description:** Security Properties is proposing to demolish an existing 19,735 square foot Albertsons grocery store, built in 1955, and replace it with a new 25,000 square foot Safeway grocery store. Designed for the Magnolia neighborhood, the ground-floor store will have approximately 145 units of residential housing above. The housing will be either condominiums or apartments. The project proposed is code compliant with the City of Seattle zoning code.

The mixed-used building will be a total of 6-7 stories and will include underground vehicular and bike parking stalls for both the residential and commercial uses. Security Properties has had some early conversations with community stakeholders and based on those conversations is also considering:

- Limited short-term, surface parking for the grocery store
- Plaza area with outdoor seating
- Landscaping for the plaza area
- Public art component that is inspired by Magnolia
- Smaller delivery trucks to service this neighborhood Safeway

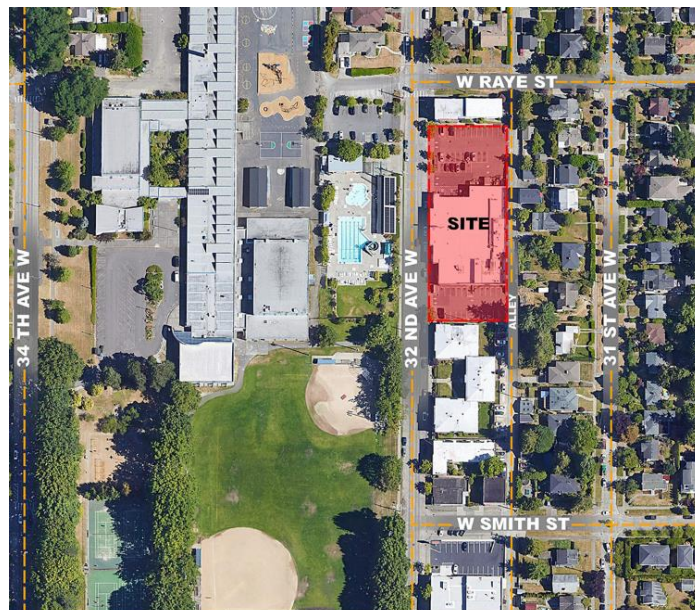




Security Properties is still in the due diligence phase of planning. This means that some design decisions are still pending City of Seattle discussions. As those discussion progress, this website will be updated to include:

- Renderings
- Floor Plans
- Community Meetings
- Status of the City Permitting

**Process:** To find out more early outreach for design review, visit the [Department of Neighborhood's website](#). To track our progress through the City of Seattle's design review and permitting process, search the project address: 2550 32nd Avenue West, or project number 3034348-EG in the [Design Review Calendar](#) and the [Seattle Services Portal](#).



**Contact Person:** Kym Michela, Michela Communications. Please submit any questions or issues that you would like Security Properties to consider via the contact form below so that they can be part of the public comment process.

## Contact Us

We welcome your questions and comments.

Please note that all comments submitted via this website can be made public by the City of Seattle as part of the Design Review public process.

Please use the form mail provided to contact us at any time.

Name\*

Email\*

Message\*

SUBMIT

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