101 W ROY ST PROJECT

CITY OF SEATTLE

REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW OUTREACH DOCUMENTATION

PROJECT # 3035904-EG

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- Poster distribution list
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- 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

Submitted by: Natalie Quick Consulting natalie@nataliequick.com| 206.779.0489 February 2020

101 W Roy St Project Brief Summary of Outreach Methods and What We Heard from the Community

Project Address: Brief Description:	101 W Roy St, Seattle WA 98119 This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two- bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.
Contact:	Natalie Quick
Applicant:	SRM Development
Contact Information:	101WestRoy@earlyDRoutreach.com
Type of building:	Market Rate Apartment Building
Neighborhood:	Uptown
In Equity Area:	Νο

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 Appendix A.
- Date completed: January 15, 2020

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 Appendix A.
- Date completed: January 15, 2020

In-Person Outreach

- Choice: COMMUNITY MEETING, HIGH IMPACT
- *Requirement:* Host or co-host a community meeting (at least one hour of presentation/discussion of project).
- What we did: Held a Community Meeting event, open to the public, publicized through posters and DON calendar. Event photos, agenda, sign-in sheets, and comments included in Appendix A.
- Date completed: January 29, 2020

What We Heard From the Community

Summary of Comments/Questions Heard at the Community Meeting on January 29, 2020:

Design-Related Comments:

- The attendee noted that there should be sufficient sidewalk space that allows three people to pass one another without conflict (e.g. one person in one direction and two in the other)
- The attendee likes the aesthetic—brick façade, for example—of the Lyric, another building by Runberg

Non-Design Related Comments:

- The attendee asked if the ground floor units would be live-work units, further expressing support for small, local amenities that encourage a walkable environment
- The attendee supports the idea to include smaller, affordable units
- The attendee is pleased with the additional medium density development in the neighborhood
- The attendee had several concerns about the security of new buildings and suggested that the project is secure without being overly cumbersome for visitors to navigate
- The attendee expressed support for a high quality fitness center
- The attendee noted that the courtyard space didn't appear to highly functional
- The attendee was not concerned with the amount of parking, noting that a smaller amount would be sufficient

Miscellaneous Comments:

- The attendee expressed support for the arts and culture aesthetic that is sought and mirrored after the adjacent On the Boards space across the street
- The attendee noted that a crosswalk on Roy would be beneficial
- The attendee had several questions regarding building management including who manages the nearby SRM-developed Astro and whether SRM owns the 1000 8th Avenue building
- The attendee noted that buildings with high turnover rates lead to maintenance issues and that retaining tenants contributes to a higher quality lived experience
- The attendee had several comments about the importance of high quality internet in the building and that, to the extent possible, the project should "own the wires"

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

101 W Roy 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	1/10/20	Provided project information via email to DON staff (Danielle Friedman); DON staff confirmed the information was posted on DON blog. Email confirmation included in Appendix 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	1/15/20	Posters hung in 14 locations. Spreadsheet with locations and photos included in Appendix A.
I.D. II.A.2	Types of Outreach Outreach Methods for the	CHOICE: High Impact Project hotline (information and voicemail) Include all requirements in III.B	1/15/20	Voicemail line and script established. Checked voicemail daily for messages. No voicemails received. Script included in Appendix A.
I.D. II.A.3	Plan Types of Outreach Outreach	CHOICE: High Impact Host or co-host a community meeting (at least one hour of presentation/discussion of	1/15/20	Community meeting added to DON calendar. Email confirmation included in Appendix A.
	Methods for the Plan	project).	1/15/20	Posters hung with event information in list of locations included in Appendix A.
			1/29/20	Community meeting held on January 29, 2020. Event photos, sign-in sheets, community feedback / comments included in Appendix A.
III.A.	Printed	 All printed outreach materials shall: Include a brief summary of the proposal Include the address of the project/property and the SDCJ number if available Identify a project contact person Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant Include where any additional project information can be found (such as the Seattle Services Portal) Include a statement informing the public that any information collected may be made public 	1/15/20	Copy of poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall: Include a brief summary of the proposal	1/15/20	Voicemail line and script established. Checked voicemail daily for

		 Include the address of the project/property and SDCK project number if available Identify a project contact person Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant Include where any additional project information can be found (such as the Seattle Services Portal) Be publicized on at least one printed outreach method Be publicly available for a minimum of 21 days Include a statement informing the public that any information collected may be made public 	1/15/20	messages. No voicemails received. Script included in Appendix A.
III.C.	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 	1/15/20 1/15/20 1/29/20	Community meeting added to DON calendar. Email confirmation included in Appendix A. Posters hung with event information in list of locations included in Appendix A. Community meeting held on January 29, 2020. Event photos, sign-in sheets, community feedback / comments included in Appendix A.
VI.A.1.	Outreach Document ation	Summary		Outreach Plan copy included in Appendix 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 Appendix A.
VI.A.3.	Outreach Document ation	Digital Documentation		See notation above for Digital Outreach. Copy of VM script and phone number included in Appendix 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 Appendix A.

101 W Roy St Project

Appendix A:

Materials Demonstrating that Each Outreach Method Was Conducted

Table of Contents

Initial Planning and DON Communication

- Listing on DON blog
- Outreach plan

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• Hotline script

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Print | Close Window

Subject: New project for DON blog: 101 W Roy From: 101westroy@earlydroutreach.com Date: Fri, Jan 10, 2020 3:11 pm To: DREarlyOutreach@seattle.gov

Hi,

Can you please add the following project to the DON blog? Thanks for all of your help! ~ Joy (for Natalie Quick)

Project Address:	101 W Roy St, Seattle WA 98119				
Brief Description:	This project proposes the development of a new eight-story				
apartment building with ap	proximately 150 units and three levels of underground parking. The project				
will include studio, open or	ne-bedroom, one-bedroom and two-bedroom units as well as a large lobby area				
with a leasing office, tenant	mail/parcel room, bike storage, fitness center and a roof deck.				
Contact:	Natalie Quick				
Applicant:	SRM Development				
Contact Information:	101WestRoy@earlyDRoutreach.com				
Type of building:	Market Rate Apartment Building				
Neighborhood:	Uptown				
In Equity Area:	Ño				

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Project Address:	101 W Roy St, Seattle WA 98119
Brief Description:	This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two- bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.
Contact:	Natalie Quick
Applicant:	SRM Development
Contact Information:	101WestRoy@earlyDRoutreach.com
Type of building:	Market Rate Apartment Building
Neighborhood:	Uptown
In Equity Area:	Νο

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 community meeting, 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: Community Meeting

We will host a community meeting at or near the project site for any community member interested in attending. We will publicize the community meeting 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 community meeting. We will document the community meeting 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 11 x 17-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 community meeting, 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.

101 W Roy St Project

Appendix A:

Materials Demonstrating that Each Outreach Method Was Conducted

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- 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



JOIN US

Join Us for a Community Meeting to Provide Input on the **101 W Roy St Project.**

This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two-bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck. The project site is zoned Seattle mixed.

- 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: Wednesday, January 29, 2020

Where: Mediterranean Inn, 425 Queen Anne Ave N, Seattle, WA 98109

WED JAN 29 PROJECT HOTLINE: 206-414-7411

Project Address:

101 W Roy St, Seattle WA 98119 Contact: Natalie Quick

Applicant: SRM Development

Additional Project Information on Seattle Services Portal via the Project Address: 101 W Roy St

Project Hotline & Email: 206-414-7411 101WestRoy@earlyDRoutreach.com Note: Calls and emails are returned within 1-2 business days. Calls and emails are subject to City of Seattle public disclosure laws.

	101 W Roy St - Poster Distribution								
Date distributed	Location	Address	Distance from Site	Visible From Street?	Notes				
1/15/20	Caffe Ladro	600 Queen Anne Ave N	446 feet	No	Flyer placed on community bulletin board.				
1/15/20	Metropolitan Market	100 Mercer St	0.2 mile	No	Flyer placed on community bulletin board.				
1/15/20	Uptown Espresso	525 Queen Anne Ave N	0.2 mile	No	Flyer placed on wall in area used for flyers.				
1/15/20	La Marzocco Café	472 1st Ave N	0.3 mile	No	Flyer placed on community bulletin board.				
1/15/20	Sugar Bakery	110 Republican St	0.3 mile	No	Flyer placed on wall that is used as community bulletin board.				
1/15/20	Starbucks	425 Queen Anne Ave N	0.3 mile	No	Flyer placed on community bulletin board.				
1/15/20	LIGHT/TELEPHONE POLE #1	W Roy St & 1st Ave W	98 feet	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #2	W Roy St & 2nd Ave W	322 feet	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #3	W Roy St & Queen Anne Ave N	322 feet	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #4	Roy St & Queen Anne Ave	322 feet	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #5	W Mercer St & 1st Ave W	410 feet	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #6	Roy St & 1st Ave N	0.1 mile	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #7	Mercer St & Queen Anne Ave	0.1 mile	Yes	Flyer placed on pole.				
1/15/20	LIGHT/TELEPHONE POLE #8	W Republican St & Queen Anne Ave N	0.2 mile	Yes	Flyer placed on pole.				

Poster Distribution: 101 W Roy St

Images + Site Details DISTRIBUTION DATE: January 15, 2020 Total # of Images: 14

Project Address: Brief Description:	101 W Roy St, Seattle WA 98119 This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two- bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.
Contact:	Natalie Quick
Applicant:	SRM Development
Contact Information:	101WestRoy@earlyDRoutreach.com
Type of building:	Market Rate Apartment Building
Neighborhood:	Uptown
In Equity Area:	No

LOCATION:

CAFFE LADRO

Address: Distance from Site: Placement: Visible from Street: 600 Queen Anne Ave N 446 feet Flyer placed on community bulletin board. No



LOCATION: Address: Distance from Site: Placement: Visible from Street:

METROPOLITAN MARKET

100 Mercer St 0.2 mile Flyer placed on community bulletin board. No



LOCATION:

UPTOWN ESPRESSO

Address: Distance from Site: Placement: Visible from Street: 525 Queen Anne Ave N 0.2 mile Flyer placed on wall in area used for flyers. No



LA MARZOCCO CAFÉ

LOCATION: Address: Distance from Site: Placement: Visible from Street:

472 1st Ave N 0.3 mile Flyer placed on community bulletin board. No



LOCATION: Address: Distance from Site: Placement: Visible from Street: SUGAR BAKERY 110 Republican St 0.3 mile Flyer placed on wall that is used as community bulletin board. No



STARBUCKS

Address: Distance from Site: Placement: Visible from Street:

LOCATION:

425 Queen Anne Ave N 0.3 mile Flyer placed on community bulletin board. No



LOCATION:

Address: Distance from Site: Placement: Visible from Street: LIGHT/TELEPHONE POLE #1 W Roy St & 1st Ave W 98 feet Flyer placed on pole. Yes



LOCATION: Address: Distance from Site: Placement: Visible from Street: **LIGHT/TELEPHONE POLE #2** W Roy St & 2nd Ave W 322 feet Flyer placed on pole. Yes



LOCATION: Address: Distance from Site: Placement: Visible from Street:

LIGHT/TELEPHONE POLE #3 W Roy St & Queen Anne Ave N 322 feet Flyer placed on pole. Yes



LOCATION:

LIGHT/TELEPHONE POLE #4

Address: Distance from Site: Placement: Visible from Street: Roy St & Queen Anne Ave 322 feet Flyer placed on pole. Yes



LOCATION:

Address: Distance from Site: Placement: Visible from Street:

LIGHT/TELEPHONE POLE #5

W Mercer St & 1st Ave W 410 feet Flyer placed on pole. Yes



LIGHT/TELEPHONE POLE #6 LOCATION: Roy St & 1st Ave N Address: 0.1 mile Distance from Site: Placement:

Visible from Street:

Flyer placed on pole. Yes



LOCATION:

LIGHT/TELEPHONE POLE #7

Address: Distance from Site: Placement: Visible from Street:

Mercer St & Queen Anne Ave 0.1 mile Flyer placed on pole. Yes



LIGHT/TELEPHONE POLE #8

LOCATION: Address: W Republican St & Queen Anne Ave N Distance from Site: 0.2 mile Flyer placed on pole. Placement: Visible from Street: Yes



101 W Roy St Project

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Project Hotline: 101 W Roy St | VOICEMAIL SCRIPT Hotline phone number: 206-414-7411

Project Address: Brief Description:	101 W Roy St, Seattle WA 98119 This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The
	project will include studio, open one-bedroom, one-bedroom and two-
	bedroom units as well as a large lobby area with a leasing office, tenant
	mail/parcel room, bike storage, fitness center and a roof deck.
Contact:	Natalie Quick
Applicant:	SRM Development
Contact Information:	101WestRoy@earlyDRoutreach.com
Type of building:	Market Rate Apartment Building
Neighborhood:	Uptown
In Equity Area:	Νο

Hello! Thank you for calling our 101 West Roy Street project design review hotline. To bypass this message, please press 1. Located at 101 West Roy Street, the project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two-bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.

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 101WestRoy@earlyDRoutreach.com. Additionally, you are invited to join us for a community meeting for the project on Wednesday, January 29 from 6pm to 7pm at the Mediterranean Inn located at 425 Queen Anne Ave North. 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.

101 W Roy St Project

Appendix A:

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Print | Close Window

Subject: New event for Early Outreach for Design Review Projects » Submitted : Community Meeting: 101 W Roy St Project

From: "City of Seattle" <calendar.1410843@trumba.com>

Date: Wed, Jan 15, 2020 5:18 pm

To: "Natalie Quick" <101WestRoy@earlyDRoutreach.com>

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

DATE	: 101 W Roy St Project Wednesday, January 29, 2020
TIME	6:00 pm – 7:00 pm PST
WHERE	Mediterranean Inn 425 Queen Anne Ave N
	Seattle, WA 98119
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.
	This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two-bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.
NEIGHBORHOODS	Uptown
DON PROGRAMS	Outreach and Engagement
EVENT TYPES	Community, Neighborhood Meetings
AUDIENCE	All
CONTACT	Natalie Quick
CONTACT PHONE	206-414-7411
CONTACT EMAIL	101WestRoy@earlydroutreach.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

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

101 W Roy St Project Community Meeting Wednesday, January 29, 2020 Sign-In Sheet

Address							
Email Srmderelopment@tylerszabo.cg							
Name Tyler Szabo							

Community Meeting Event: 101 W Roy St Project

Meeting Report EVENT DATE: Wednesday, January 29, 2020 6pm LOCATION: Mediterranean Inn

Project Address: Brief Description:	101 W Roy St, Seattle WA 98119 This project proposes the development of a new eight-story apartment building with approximately 150 units and three levels of underground parking. The project will include studio, open one-bedroom, one-bedroom and two- bedroom units as well as a large lobby area with a leasing office, tenant mail/parcel room, bike storage, fitness center and a roof deck.
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Applicant:	SRM Development
Contact Information:	101WestRoy@earlyDRoutreach.com
Type of building:	Market Rate Apartment Building
Neighborhood:	Uptown
In Equity Area:	No

The community meeting was held at Mediterranean Inn. One person signed in and attended. The project team speakers included Dave Tomson of SRM and Brian Runberg, Alyssa Stacherski and Mat Lipps of Runberg Architecture Group. Zero written comments were submitted.

Design-Related Comments:

- The attendee noted that there should be sufficient sidewalk space that allows three people to pass one another without conflict (e.g. one person in one direction and two in the other)
- The attendee likes the aesthetic—brick façade, for example—of the Lyric, another building by Runberg

Non-Design Related Comments:

- The attendee asked if the ground floor units would be live-work units, further expressing support for small, local amenities that encourage a walkable environment
- The attendee supports the idea to include smaller, affordable units
- The attendee is pleased with the additional medium density development in the neighborhood
- The attendee had several concerns about the security of new buildings and suggested that the project is secure without being overly cumbersome for visitors to navigate
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- The attendee had several comments about the importance of high quality internet in the building and that, to the extent possible, the project should "own the wires"

Community Meeting: 101 W Roy Project

Photos Event Date: January 29, 2020 6pm Event Location: Mediterranean Inn

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In Equity Area:	No















101 W ROY ST PROJECT COMMUNITY MEETING

WEDNESDAY, JANUARY 29, 2020 | 6PM MEDITERRANEAN INN

PROJECT # 3035904-EG

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:



Architect:



PROJECT VISION



This project proposes a mixed-use apartment building providing housing in Uptown.

The street frontages will provide an improved pedestrian-friendly experience with widened sidewalks, landscaping, art, ground related housing and active lobby space.

The building design will pull design cues from neighboring historic apartment buildings while adding its own character to the community.

- 7-story apartment building
- Approximately 160 units
- Parking for approximately 65 vehicles.



- Start of Entitlement & Permitting: Q1 2020
- Start of Construction: Q3 2021
- End of Construction: Q1 2023





ZONING | SM-UP 85 (M1)









PROJECTS BY RUNBERG ARCHITECTURE GROUP IN THE AREA



Expo, 1st Ave N & Republican St.

Astro, 1st Ave N & Thomas

Queen Anne Safeway (Planned), Queen Anne Ave N & Crockett St.

