

# 2407 1<sup>st</sup> AVE PROJECT

CITY OF SEATTLE

## REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW

### OUTREACH DOCUMENTATION

PROJECT # 000399-20PA

*Table of Contents*

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

**2. Detailed Checklist of Early Community Outreach for Design Review**

**3. Appendix A: Materials Demonstrating that Each Outreach Method Was Conducted**

*Initial Planning and DON Communication*

- *Listing on DON blog*
- *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: 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**

## 2407 1<sup>st</sup> Ave Project

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

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<b>Project Address:</b>	2407 1st Ave, Seattle, WA 98121
<b>Brief Description:</b>	This project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	Archetype Belltown LLC
<b>Contact Information:</b>	2407FirstAvenue@earlyDRoutreach.com
<b>Type of building:</b>	Mixed use
<b>Neighborhood:</b>	Belltown
<b>In Equity Area:</b>	No

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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 14 locations according to and exceeding requirements. Poster, spreadsheet with locations, and photos included in Appendix A.
- *Date completed:* January 16, 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 16, 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 30, 2020

### What We Heard From the Community

#### Summary of Comments/Questions Heard at the Community Meeting on January 30, 2020:

(No attendees)

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

## 2407 1<sup>st</sup> Ave Project

### Checklist: Early Community Outreach for Design Review

DON Rule	Category	Description	Date Completed	Task Documentation
I.C.	Project Information, Public Notice	Submit project information to DON, DON posts information online or other publicly available place	1/21/20	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	<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	1/16/20	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 Plan	<b>CHOICE: High Impact</b>  Project hotline (information and voicemail)  Include all requirements in III.B	1/16/20	Voicemail line and script established. Checked voicemail daily for messages. No voicemails received. Script included in Appendix A.
I.D. II.A.3	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b>  Host or co-host a community meeting (at least one hour of presentation/discussion of project).	1/16/20  1/16/20  1/30/20	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 30, 2020. Event photos, sign-in sheets, community feedback / comments included in Appendix A.
III.A.	Printed	All printed outreach materials shall: <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>	1/16/20	Copy of poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall: <ul style="list-style-type: none"> <li>• Include a brief summary of the proposal</li> </ul>	1/16/20	Voicemail line and script established. Checked voicemail daily for

		<ul style="list-style-type: none"> <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>		<p>messages. No voicemails received. Script included in Appendix A.</p>
III.C.	In-person	<p>All in-person outreach events shall:</p> <ul style="list-style-type: none"> <li>• 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</li> </ul>	<p>1/16/20</p> <p>1/16/20</p> <p>1/30/20</p>	<p>Community meeting added to DON calendar. Email confirmation included in Appendix A.</p> <p>Posters hung with event information in list of locations included in Appendix A.</p> <p>Community meeting held on January 30, 2020. Event photos, sign-in sheets, community feedback / comments included in Appendix A.</p>
VI.A.1.	Outreach Documentation	Summary		Outreach Plan copy included in Appendix 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 13 locations included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation		See notation above for Digital Outreach. Copy of VM script and phone number included in Appendix 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 Appendix A.

# 2407 1<sup>st</sup> Ave Project

## ***Appendix A:*** **Materials Demonstrating that Each Outreach Method Was Conducted**

### *Table of Contents*

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#### *Initial Planning and DON Communication*

- *Listing on DON blog*
- *Outreach plan*

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[Print](#) | [Close Window](#)

**Subject:** RE: New project for DON blog: 2407 1st Ave  
**From:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>  
**Date:** Tue, Jan 21, 2020 4:52 pm  
**To:** "2407firstavenue@earlydroutrreach.com" <2407firstavenue@earlydroutrreach.com>  
**Attach:** image001.png

Thank you. Your project has been posted to the blog.

**Danielle Friedman**  
**Strategic Initiatives Advisor**  
Pronouns: She/her/hers  
Office: 206-256-5973  
[seattle.gov/neighborhoods](http://seattle.gov/neighborhoods)



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**From:** 2407firstavenue@earlydroutrreach.com <2407firstavenue@earlydroutrreach.com>  
**Sent:** Tuesday, January 21, 2020 12:59 PM  
**To:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>  
**Subject:** New project for DON blog: 2407 1st Ave

**CAUTION: External Email**

Hi!

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

**Project Address:** 2407 1st Ave, Seattle, WA 98121  
**Brief Description:** This project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished.  
**Contact:** Natalie Quick  
**Applicant:** Archetype Belltown LLC  
**Contact Information:** [2407FirstAvenue@earlyDR Outreach.com](mailto:2407FirstAvenue@earlyDR Outreach.com)  
**Type of building:** Mixed use  
**Neighborhood:** Belltown  
**In Equity Area:** No

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## City of Seattle Design Review Required Outreach Outreach Plan | January 2, 2020

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<b>Project Address:</b>	2407 1st Ave, Seattle, WA 98121
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<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	Archetype Belltown LLC
<b>Contact Information:</b>	2407FirstAvenue@earlyDRoutreach.com
<b>Type of building:</b>	Mixed use
<b>Neighborhood:</b>	Belltown
<b>In Equity Area:</b>	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 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, SDCl 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.

###

# 2407 1<sup>st</sup> Ave Project

## ***Appendix A:*** **Materials Demonstrating that Each Outreach Method Was Conducted**

### *Table of Contents*

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#### *Initial Planning and DON Communication*

- *Listing on DON blog*
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#### *Printed Outreach: Project Poster*

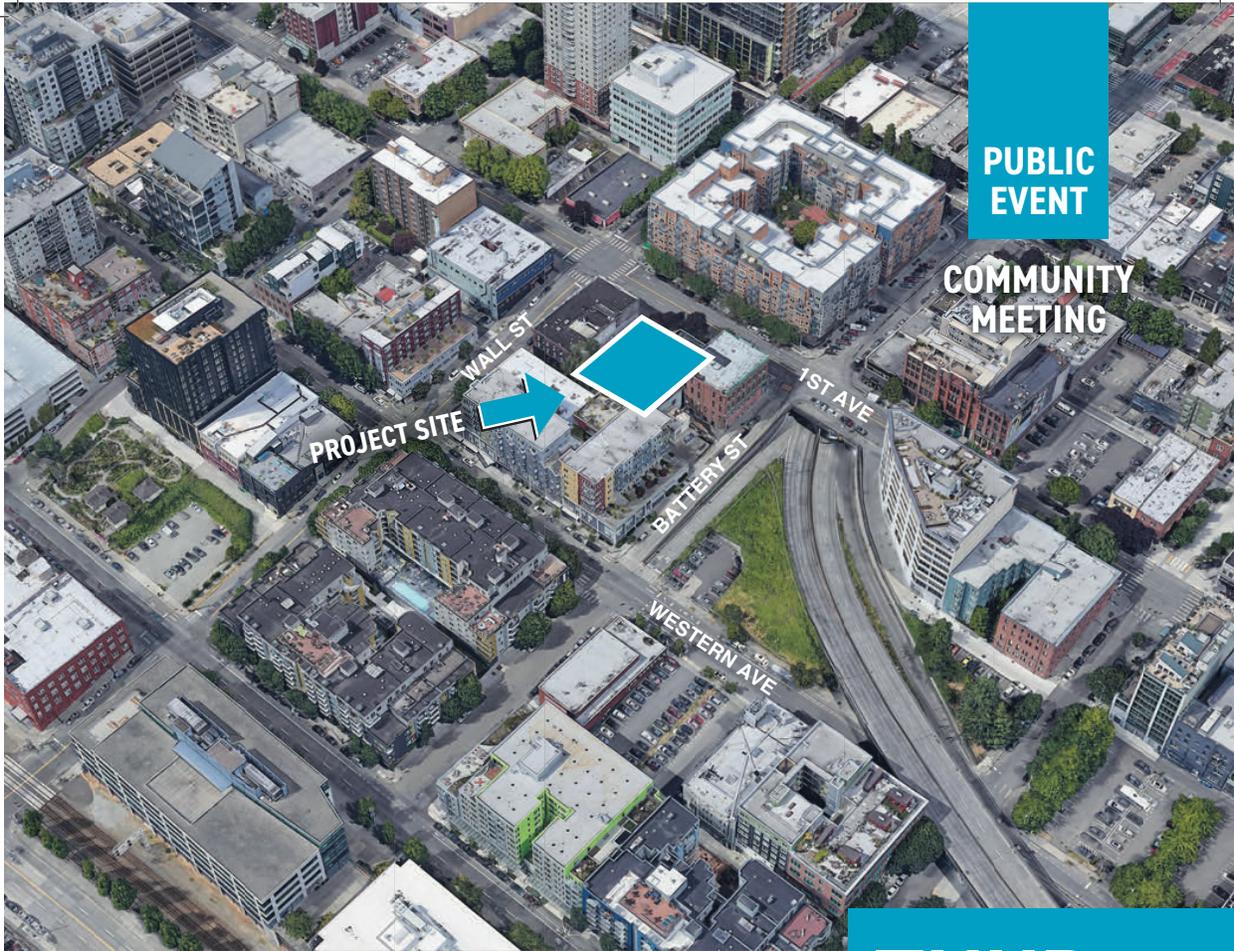
- *Project poster*
- *Poster distribution list*
- *Poster documentation with photos / locations*

#### *Electronic/Digital Outreach: Project Hotline*

- *Hotline script*

#### *In-person Outreach: Community Meeting*

- *Confirmation that event is on DON calendar*
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# JOIN US

Join Us for a Community Meeting to Provide Input on the **2407 1st Ave Project.**

This project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished. The project site is zoned downtown.

**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:** Thursday, January 30, 2020

**Where:** Makers Workspaces,  
92 Lenora St, Seattle, WA 98121

**THUR  
JAN 30**

**PROJECT HOTLINE:  
206-452-2774**

**Project Address:**

2407 1st Ave, Seattle, WA 98121

**Contact:** Natalie Quick

**Applicant:** Archetype Belltown LLC

**Additional Project Information on Seattle**

**Services Portal via the Project Address:**

2407 1st Ave

**Project Hotline & Email:**

206-452-2774

2407FirstAvenue@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.

## 2407 1st Ave - Poster Distribution

Date Distributed	Location	Address	Distance from Site	Visible From Street?	Notes
1/16/20	Cyclops	2421 1st Ave	125 feet	No	Poster placed on community announcements wall.
1/16/20	Buckley's	2331 2nd Ave	0.2 mile	No	Poster placed in establishment's entryway.
1/16/20	Bedlam Coffee	2231 2nd Ave	0.2 mile	No	Poster placed community announcements wall.
1/16/20	Starbucks	2601 Elliott Ave #101	0.2 mile	No	Poster placed on community bulletin board.
1/16/20	Top Pot	101 Stewart St	0.4 mile	No	Poster placed on community bulletin board.
1/16/20	Light/Telephone Pole #1	1st Ave & Blanchard	0.2 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #2	2nd Ave & Blanchard St	0.2 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #3	2nd Ave & Bell St	0.2 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #4	1st Ave & Wall St	253 feet	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #5	1st Ave & Battery St	108 feet	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #6	1st Ave & Bell St	0.1 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #7	Western Ave & Wall St	0.1 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #8	2nd Ave & Lenora St	0.3 mile	Yes	Poster placed on pole.
1/16/20	Light/Telephone Pole #9	1st Ave & Stewart St	0.4 mile	Yes	Poster placed on pole.

# Poster Distribution: 2407 1<sup>st</sup> Avenue

Images + Site Details

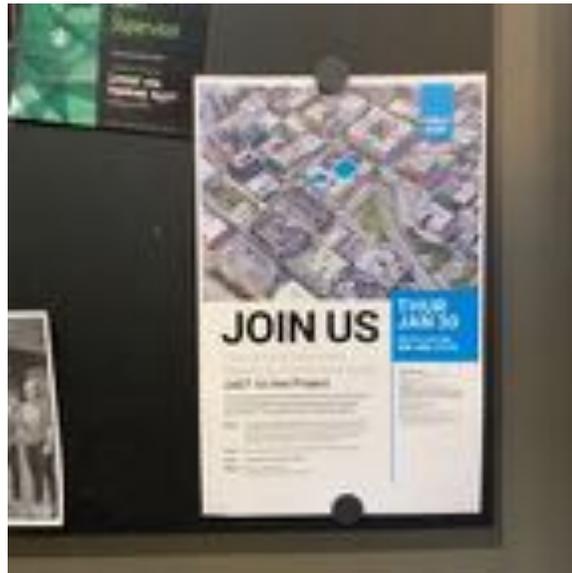
DISTRIBUTION DATE: Thursday, January 16, 2019

---

**Project Address:** 2407 1st Ave, Seattle, WA 98121  
**Brief Description:** This project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished.  
**Contact:** Natalie Quick  
**Applicant:** Archetype Belltown LLC  
**Contact Information:** 2407FirstAvenue@earlyDRoutreach.com  
**Type of building:** Mixed use  
**Neighborhood:** Belltown  
**In Equity Area:** No

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**LOCATION:** **STARBUCKS**  
**Address:** 2601 Elliott Ave #101  
**Distance from Site:** 0.20 mile  
**Placement:** Poster placed on community bulletin board.  
**Visible from Street:** No



**LOCATION:**

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

**BEDLAM COFFEE**

2231 2nd Ave  
0.20 mile  
Poster placed community announcements wall.  
No

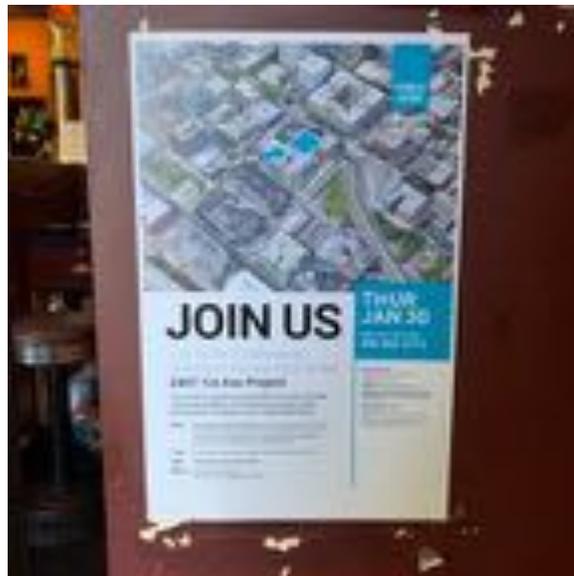


**LOCATION:**

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

**CYCLOPS**

2421 1st Ave  
125 feet  
Poster placed on community announcements wall.  
No



**LOCATION:** BUCKLEY'S  
Address: 2331 2<sup>nd</sup> Ave  
Distance from Site: 0.20 mile  
Placement: Poster placed in establishment's entryway.  
Visible from Street: No



**LOCATION:** TOP POT  
Address: 101 Stewart St  
Distance from Site: 0.40 mile  
Placement: Poster placed on community bulletin board.  
Visible from Street: No



**LOCATION:**

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

**LIGHT/TELEPHONE POLE #1**

1<sup>st</sup> Ave & Blanchard St  
0.20 mile  
Poster placed on pole.  
Yes

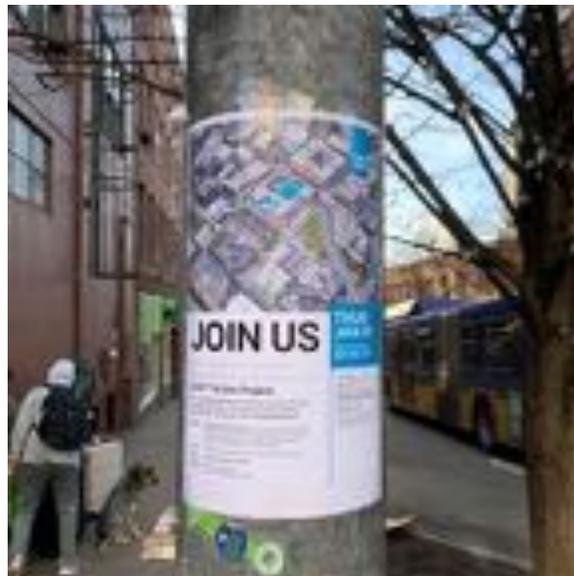


**LOCATION:**

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

**LIGHT/TELEPHONE POLE #2**

2<sup>nd</sup> Ave & Blanchard St  
0.20 mile  
Poster placed on pole.  
Yes



**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**LIGHT/TELEPHONE POLE #3**

2<sup>nd</sup> Ave & Bell St

0.20 mile

Poster placed on pole.

Yes



**LOCATION:**

Address:

Distance from Site:

Placement:

Visible from Street:

**LIGHT/TELEPHONE POLE #4**

1<sup>st</sup> Ave & Wall St

253 feet

Poster placed on pole.

Yes

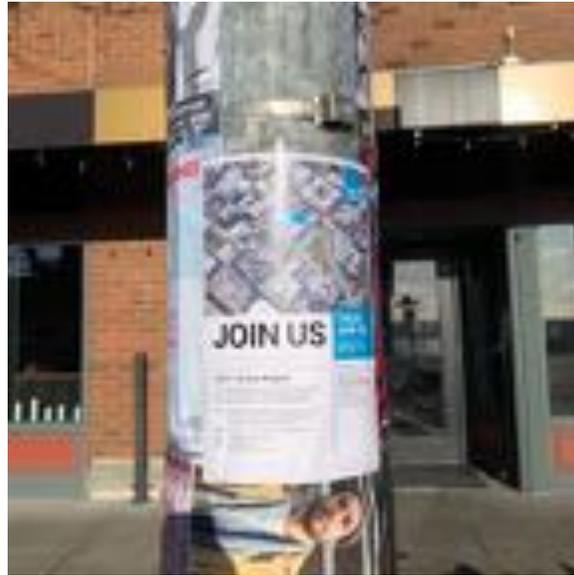


**LOCATION:**

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

**LIGHT/TELEPHONE POLE #5**

1<sup>st</sup> Ave & Battery St  
108 feet  
Poster placed on pole.  
Yes

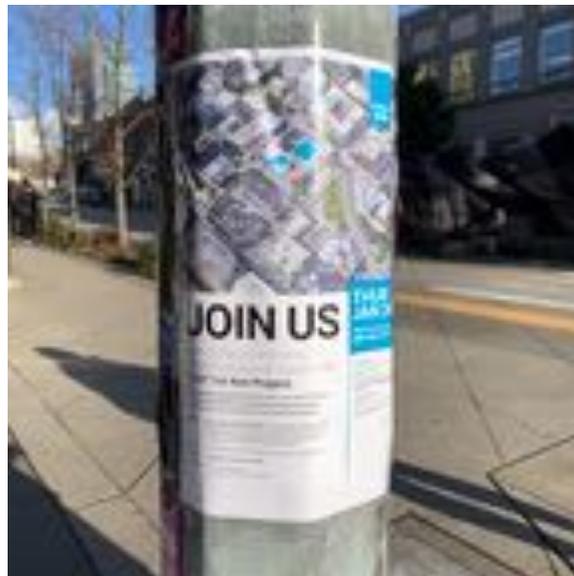


**LOCATION:**

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

**LIGHT/TELEPHONE POLE #6**

1<sup>st</sup> Ave & Bell St  
0.10 mile  
Poster placed on pole.  
Yes



**LOCATION:**

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

**LIGHT/TELEPHONE POLE #7**

Western Ave & Wall St  
0.10 mile  
Poster placed on pole.  
Yes



**LOCATION:**

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

**LIGHT/TELEPHONE POLE #8**

2<sup>nd</sup> Ave & Lenora St  
0.30 mile  
Poster placed on pole.  
Yes



**LOCATION:**

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

**LIGHT/TELEPHONE POLE #9**

1<sup>st</sup> Ave & Stewart St  
0.40 mile  
Poster placed on pole.  
Yes



# 2407 1<sup>st</sup> Ave Project

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- **Hotline script**

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- *Community meeting photos*
- *Community meeting PowerPoint handout/meeting agenda*

**Project Hotline: 2407 1<sup>st</sup> Ave | VOICEMAIL SCRIPT**  
**Hotline phone number: 206-452-2774**

---

**Project Address:** 2407 1st Ave, Seattle, WA 98121  
**Brief Description:** This project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished.  
**Contact:** Natalie Quick  
**Applicant:** Archetype Belltown LLC  
**Contact Information:** 2407FirstAvenue@earlyDRoutreach.com  
**Type of building:** Mixed use  
**Neighborhood:** Belltown  
**In Equity Area:** No

---

Hello! Thank you for calling our 2407 1<sup>st</sup> Avenue project design review hotline. To bypass this message, please press 1. Located at 2407 1<sup>st</sup> Avenue, the project proposes construction of a new 10-story mixed-use building. The existing structure will be demolished.

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 2407FirstAvenue@earlyDRoutreach.com. Additionally, you are invited to join us for a community meeting about the project on Thursday, January 30 from 6pm to 7pm at Makers Workspaces located at 92 Lenora 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.

# 2407 1<sup>st</sup> Ave Project

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- *Comment summary*
- *Community meeting photos*
- *Community meeting PowerPoint handout/meeting agenda*

[Print](#) | [Close Window](#)

**Subject:** New event for Early Outreach for Design Review Projects » Submitted : Community Meeting: 2407 1st Ave Project  
**From:** "City of Seattle" <calendar.1410843@trumba.com>  
**Date:** Thu, Jan 16, 2020 4:35 pm  
**To:** "Natalie Quick" <2407FirstAvenue@earlyDRoutreach.com>

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

---

Community Meeting: 2407 1st Ave Project

**DATE** Thursday, January 30, 2020

**TIME** 6:00 pm – 7:00 pm PST

**WHERE** [Makers Workspaces](#)  
[92 Lenora St](#)  
[Seattle, WA 98121](#)

**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 construction of a new 10-story mixed-use building. The existing structure will be demolished. The project site is zoned downtown.

**NEIGHBORHOODS** Belltown

**DON PROGRAMS** Outreach and Engagement

**EVENT TYPES** Community

**AUDIENCE** All

**CONTACT** Natalie Quick

**CONTACT PHONE** 2064522274

**CONTACT EMAIL** [2407FirstAvenue@earlydroutrreach.com](mailto:2407FirstAvenue@earlydroutrreach.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**.

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# Community Meeting Event: 2407 1st Ave Project

Meeting Report

EVENT DATE: Thursday, January 30, 2020 6pm

LOCATION: Makers Workspace

---

**Project Address:** 2407 1st Ave, Seattle, WA 98121  
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**Contact:** Natalie Quick  
**Applicant:** Archetype Belltown LLC  
**Contact Information:** 2407FirstAvenue@earlyDRoutreach.com  
**Type of building:** Mixed use  
**Neighborhood:** Belltown  
**In Equity Area:** No

---

(no attendees)

#### Design-Related Comments

- N/A

#### Non-Design-Related Comments

- N/A

#### Miscellaneous Comments

- N/A

## Community Meeting: 2407 1<sup>st</sup> Ave Project

Photos

*Event Date: Thursday, January 30, 2020 6pm*

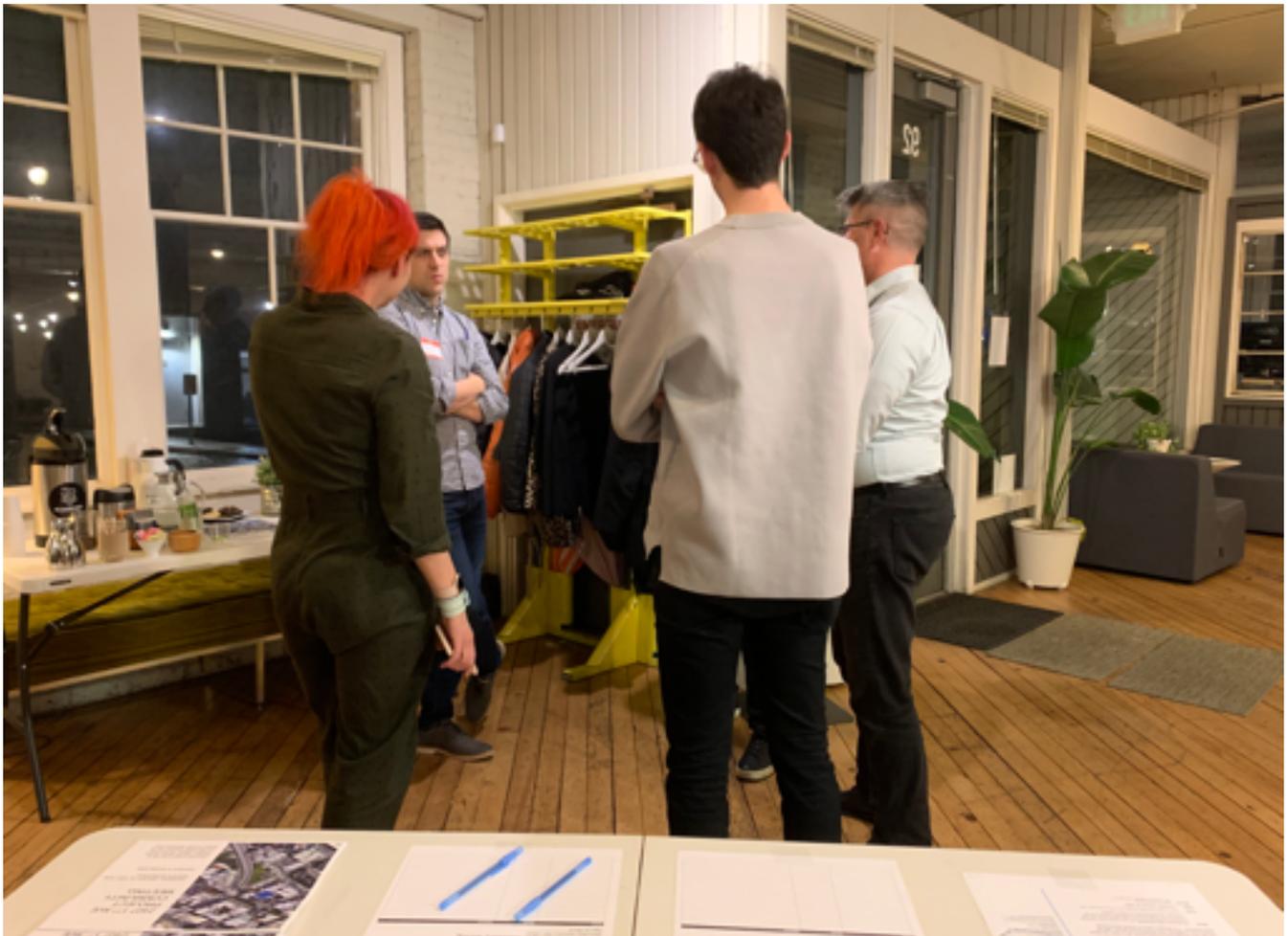
*Event Location: Makers Workspaces*

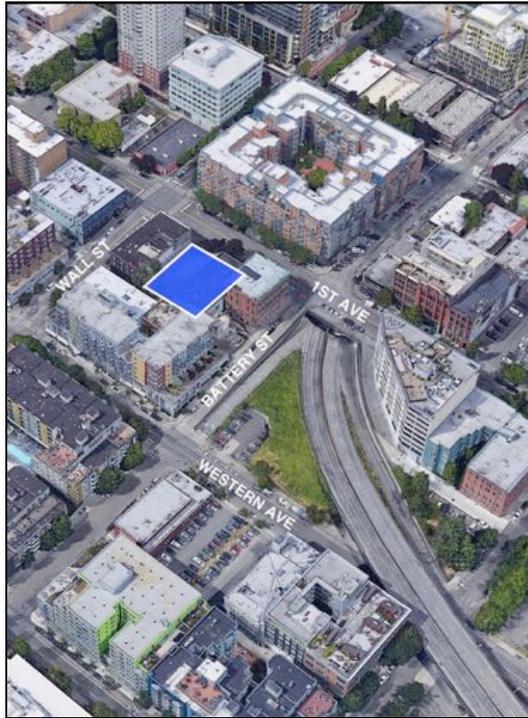
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<b>Neighborhood:</b>	Belltown
<b>In Equity Area:</b>	No

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## 2407 1<sup>ST</sup> AVE PROJECT COMMUNITY MEETING

THURSDAY, JANUARY 30, 2020 | 6PM  
MAKER'S WORKSPACE

PROJECT # 000399-20PA

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.

2407 1ST AVENUE, SEATTLE, WA



Open House  
JANUARY 30, 2020

BURRARD  
HERZOG & DE MEURON  
HEWITT

2407 1ST AVENUE, SEATTLE, WA

### ABOUT US

Founded in San Francisco in 1979, Burrard is a family-owned real estate company with a mission to create engaging places that meaningfully improve quality of life. Our experience ranges from boutique urban projects to master-planned communities, all sharing the common thread of quality of experience.

In striving for our vision of a better urban experience for all, it is our fundamental belief that the built environment has the power (and responsibility) to improve the human condition. It is with this conviction that we approach our daily work, improving communities and creating a positive legacy in terms of both the physical character and social outcomes of our projects.

We believe that quality places flourish through a careful combination of public and private spaces. We assert that good design is at once contemporary and generational. When done right, we know that business can do good while doing well.

We synthesize these beliefs into a multi-faceted practice that balances economic, practical and community-minded goals - and we aren't scared to have a bit of fun while we're at it.

### BURRARD



Mission Tower, Seattle



Parc 55 Hotel, San Francisco



Superte Plaza, Vancouver



South Restaurant, Whistler



1200 California Street, San Francisco



Burrard Arts Foundation, Vancouver

BURRARD HERZOG & DE MEURON HEWITT

2407 1ST AVENUE, SEATTLE, WA

### SITE MAP



BURRARD HERZOG & DE MEURON HEWITT

3407 1ST AVENUE, SEATTLE, WA

### PROJECT VISION

Seattle is an incredible city characterized by its unique combination of natural beauty and bold cityscape.

Our proposed project will pay homage to these defining attributes by carefully balancing the relationship between architectural form, nature and the urban environment - accomplished through thoughtful landscaping, abundant natural light and air, stunning architecture, forward-thinking urban design, keen sensitivity to the site context and surroundings, and an engaging mix of uses.

The rich cultural heritage of the neighborhood merges with the location's convenient, pedestrian-oriented character adding even greater potential to cultivate an active, well-connected and vibrant project.

The proposed mixed-use residential building is planned to reach ten stories plus a rooftop terrace. The residential suites are envisioned to be fully furnished for both short and long term rental combined with a variety of innovative services and amenities.

The interior program on the street levels position the project as a cultural hub that will enrich the neighborhood and create a vibrant mix of uses.

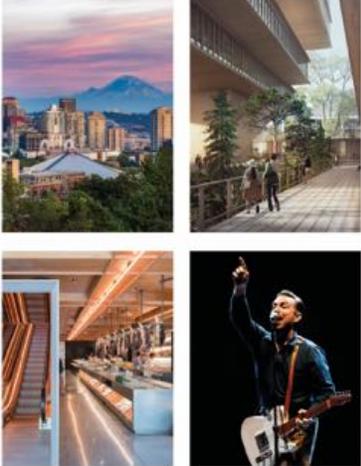
Our proposed project consists of 2 main programmatic components:

#### A Neighborhood Hub

- Open market-style area with restaurant, bar, coffee shop and retail
- Co-working facility
- Wellness facility
- Arts and culture space

#### A Residential Community

- 160 - 180 rental suites



BLURBAUD HERZOG & DE MEURON HEWITT

3407 1ST AVENUE, SEATTLE, WA

### PROJECT GOALS

Our proposed project seeks to achieve 3 core goals:

- 1 Offer healthier city living for the building's users through a keen focus on wellness, convenience and connection.
- 2 Create value for the community through world-class design and public-facing amenities that enrich the neighborhood.
- 3 Thoughtfully integrate into the urban fabric by responding to the neighborhood's unique history, culture and strategic location.

Our proposed project will be assessed against our 5 key quality of life indicators:



BLURBAUD HERZOG & DE MEURON HEWITT

2407 1ST AVENUE, SEATTLE, WA

**ABOUT US** **HERZOG & DE MEURON**

Established in Basel in 1978, Herzog & de Meuron is an international design firm responsible for some of the most celebrated architecture projects in the world.

Our practice has designed a wide range of notable work from small scale private homes to large scale urban design. We have received particular acclaim for uniquely balancing public and private programming, and many of our most celebrated projects thrive on a unique and value-added relationship with the community.

This project will be one of the firm's first in the Pacific Northwest and promises to be something extremely special for the city and local neighborhood. Importantly, Herzog & de Meuron have demonstrated time and again a particular aptitude for respecting legacy buildings and the heritage of neighborhoods, uniquely balancing historic context with thoughtful and compelling contemporary architecture.

Projects of note include the de Young Museum in San Francisco, the Elbphilharmonie in Hamburg, 1111 Lincoln Road in Miami, the Tai Kwun Centre in Hong Kong, the Tate Modern in London, the Bird's Nest in Beijing and 40 Bond Street in New York City.

De Young Museum, San Francisco

Tate Modern, London

Elbphilharmonie, Hamburg

Bird's Nest, Beijing

40 Bond Street, New York

Tai Kwun Centre, Hong Kong

BURRARD HERZOG & DE MEURON HEWITT

2407 1ST AVENUE, SEATTLE, WA

**ABOUT US** **HEWITT**

Seattle-based HEWITT Architecture was founded in 1975 and is a collective of creators and thinkers who are driven by our curiosity, rigor and local expertise.

With our office on 1<sup>st</sup> Avenue, the firm is intimately familiar with Belltown's urban and pedestrian experiences. Our team has a deep knowledge and appreciation for the diverse history of the neighborhood, from its classic 19<sup>th</sup> century architectural heritage and its role in the early 20<sup>th</sup> century film and theater industry, through to its place in the 90's Grunge era and its identity in Seattle today.

HEWITT's design approach seeks to expand the urban experience, and our work is inspired by the historical, cultural and natural context of each project. We seek to evoke meaningful responses within the complexities of urban life, spanning a range of project types and scales from skyscrapers to small-scale retail and mixed-use projects.

Currently under development in Seattle are The Emerald Tower and Maria Tower in Downtown Seattle, Cloud Tower in South Lake Union, Capitol Hill Transit Oriented Development, The LeAnn in Uptown and Hinoki, an affordable housing project in the Yesler Terrace neighborhood.

Emerald Tower, Seattle

Capitol Hill Light Rail Station, Seattle

Cloud Tower, Seattle

Golden, Seattle

LeAnn, Seattle

Pike Market, Seattle

BURRARD HERZOG & DE MEURON HEWITT

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### SITE ANALYSIS

The project site is located in the Downtown Mixed Residential/Residential (DMR/R) 95/95 zone. This zone is focused primarily on residential uses with a maximum height of 65' for commercial uses and 90' for residential uses - with additional height available for rooftop features and amenities.

Furthermore, the project's location on 1st Avenue between Battery and Wall Streets is distinct in its adjacency to the portal of the decommissioned Battery Street Tunnel, which is now proposed to become a public park that will crown the north terminus of the new Seattle Waterfront.

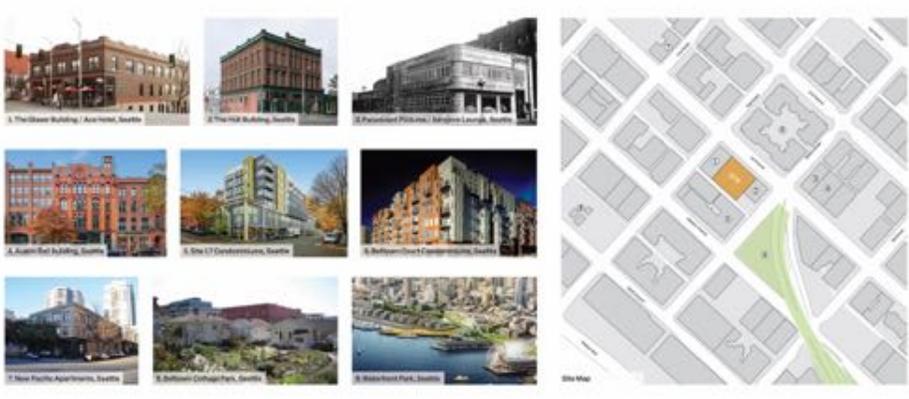


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### NEIGHBORHOOD CONTEXT

Balltown is the most densely populated neighborhood in Seattle. Originally a brick warehouse district of semi-industrial uses, today the area has become a diverse, walkable, mixed use neighborhood with schools and colleges, restaurants, cafes, bars, galleries, music venues, shops, warehouse lofts, and a variety of residential buildings.



BURRARD HERZOG & DE MEURON HEWITT

