

**2501 NW MARKET ST PROJECT**  
**CITY OF SEATTLE**  
**REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW**  
**OUTREACH DOCUMENTATION**  
***\*With Updated Requirements Via Ordinance #126072***

PROJECT NUMBER: # 3036772-LU

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*Submitted by:*  
Natalie Quick Consulting  
natalie@nataliequick.com | 206.779.0489  
**FEBRUARY 2021**

## 2501 NW MARKET ST Project

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

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<b>Project Address:</b>	2501 NW Market St, Seattle, WA 98107
<b>Brief Description:</b>	The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	J. Selig Real Estate LLC
<b>Contact Information:</b>	2501NWMarketSTProject@earlyDRoutreach.com
<b>Type of building:</b>	Multi-Family
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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### Brief Summary of Outreach Methods

#### Printed Outreach

- *Choice:* DIRECT MAILING, HIGH IMPACT
- *Requirement:* Direct mailing to all residences and businesses within approximately 500-foot radius of the proposed site.
- *What we did:* Posters were mailed to 592 residences and businesses and shared with 3 neighborhood community groups. Poster, details on distribution and list of community groups who received the poster via email are in Appendix A.
- *Date completed:* January 13, 2021

#### Electronic/Digital Outreach

- *Choice:* PROJECT WEBSITE, HIGH IMPACT
- *Requirement:* Interactive project website with public commenting function.
- *What we did:* Project website established and publicized via poster. Monitored daily for comments from the Website. Developed an interactive project website with project information and a public commenting function. Website included in Appendix A.
- *Date Completed:* January 15, 2021

#### Electronic/Digital Outreach

- *Choice:* SURVEY, HIGH IMPACT
- *Requirement:* Create an online survey to allow for feedback on the proposed project.
- *What we did:* Online survey established and publicized via poster with link to survey featured on project website. Survey text and results included in Appendix A.
- *Date Completed:* January 15, 2021

# What We Heard From the Community

## Summary of Comments/Questions Received Via Website Comment Form, Project Email and Project Survey:

### Design-Related Comments

- **Design.** 50 percent of survey respondents said environmentally-friendly features are most important to them in a new building on this property; 25 percent said attractive materials; 25 percent said interesting and unique design; 25 percent said parking; and 13 said relationship to neighborhood character. Several respondents encouraged attractive, quality, classy and mindful design that gives unique personality to the structure, furthering character that lends itself to 300, 30 and 3 feet away, drawing inspiration from the history and present day of the area, and using good quality construction and building materials.
- **Exterior & Landscaping.** 56 percent of survey respondents said lighting and safety features are the most important consideration for the exterior space on this property; 44 percent said landscaping; 22 percent said seating options and places to congregate; and 11 percent said bike parking. A couple of respondents encouraged creating a welcoming streetscape, planting trees, landscaping in ways that support wildlife and clean air, and facilitating bike-ways.
- **Security.** A few respondents encouraged having a good plan for security in and around the building and making the surrounding area feel safe because the City does not enforce laws in Ballard.
- **Height/Views.** A few respondents expressed concern that lost views of the ship canal, cityscape and Mt. Rainier will have a major impact on neighbors, and encouraged the project team to create spaces for neighbors to access the south side of the building so they can continue to see the canal and working vessels.
- **Impacts.** A few respondents encouraged the project team to have respect for the neighborhood including doing their best to be good neighbors to people already living there and considering short-term noise, disruption and aesthetics.
- **Density.** One respondent encouraged intelligent density planning of 500+ units that allows for open space and doesn't attract congestion or clog up the streets with more cars.

### Non-Design-Related Comments

- **Retail.** 80 percent of survey respondents said new places for coffee or breakfast are the retail components they're most interested in for this location; 30 percent said new restaurants or bars; 20 percent said new stores for shopping; and 10 percent said spaces for the community. Additionally, 60 percent of survey respondents said thoughtful design that is open and welcoming is what inspires them to return to a building, office, restaurant or retailer; 60 percent said a sense of openness and natural light; 50 percent said local businesses / small businesses; 40 percent said great people and service; 20 percent said calm, restful places to reflect and relax; and 10 percent said color and materials used in design. One respondent encouraged providing shops, restaurants and establishments to support the population increase. Another discouraged having bars/nightclubs, because this is a quieter and more residential section than east of 24<sup>th</sup> St, and would be inappropriate. One respondent encouraged having a bike café with green landscaping. One respondent noted that 54<sup>th</sup> St has a lot of junk laying around and another noted this building will have to make a compelling case for the future revitalization of 54<sup>th</sup> and may have carte blanche in defining the character of 26th St.
- **Parking & Traffic.** A few respondents encouraged the project team to take into consideration how much traffic will increase and make sure there is adequate parking. Another respondent expressed support for underground parking as streets are narrow and parking is at a premium.
- **Affordability/Equity.** One respondent encouraged the project team to support low-income residents as gentrification has forced a lot of people out of their homes and high-density residential buildings should give back to and serve their communities. Another respondent encouraged equitable access for all community members.
- **Maintenance.** One respondent encouraged the building be well-maintained.
- **Connectivity.** One respondent expressed concern that tall buildings block signals for cell phone, internet and TV.

### Miscellaneous Comments

- **Support.** One respondent noted that they love the location of this site, its proximity to the Ballard Locks, the Nordic Museum and historic Ballard Avenue; that it clearly has a lot of untapped potential and they look forward to seeing what comes of it. Another respondent noted that they think Mithun is a great firm for building in Ballard and they're excited to see what comes about. One respondent noted that development of this site is long overdue and that they look forward to the developer bring more housing to this part of Ballard.

## 2501 NW Market St 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	01/12/21	Provided project information via email to DON staff; 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> Direct mailing to all residences and businesses within approximately 500-ft radius of the proposed site  Posters include all requirements in III.A	01/13/21	Poster mailed to 592 residences and businesses and shared with 3 neighborhood community groups. Map and details of mailing are in Appendix A.
I.D. II.A.2	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b> Interactive project website with public commenting function.	01/15/21	Project website established and publicized via poster. Monitored daily for comments from the Website. Developed an interactive project website with project information and a public commenting function. Website included in Appendix A.
I.D. II.A.3	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b> Online survey	01/15/21	Online survey established and publicized via poster with link to survey featured on the project website.
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>	01/13/21	Copy of direct mailing poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall:	01/15/21-02/05/21	Survey and project website established. Checked for comments

		<ul style="list-style-type: none"> <li>• Include a brief summary of the proposal</li> <li>• Include the address of the project/property and SDCK project number if available</li> <li>• Identify a project contact person</li> <li>• Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant</li> <li>• Include where any additional project information can be found (such as the Seattle Services Portal)</li> <li>• Be publicized on at least one printed outreach method</li> <li>• Be publicly available for a minimum of 21 days</li> <li>• Include a statement informing the public that any information collected may be made public</li> </ul>		daily. Website content and survey results featured in Appendix A.
VI.A.1.	Outreach Documentation	Summary	02/08/21	Outreach Plan copy included in Appendix A.
VI.A.2.	Outreach Documentation	Printed Material Documentation	02/08/21	See notation above for Print Outreach. Copies of poster and mailer distribution map to 592 residents and businesses included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation	02/08/21	See notation above for Digital Outreach. Website content and survey results included in Appendix A.

# 2501 NW Market Street 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 Details*
- *List of Community Groups who Received Poster via Email*

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- *Website Traffic*

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

- *Community Feedback Summary*
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**Re: New Project for the DON Blog**

DON\_DREarlyOutreach &lt;DREarlyOutreach@seattle.gov&gt;

Tue 1/12/2021 10:26 AM

**To:** 2501 NW Market St Project <2501nwmarketstproject@earlydroureach.com>

Hello,

Your project information has been posted on the [Early Outreach for Design Review Projects Blog](#).

The elements of the outreach plan you mention meet the requirements for a Community Outreach Plan.

Please refer to Pages 3-6 of the [Director's Rule](#); the [Early Community Outreach for Design Review](#) webpage may provide additional information.

Please let us know if you have any questions.

Thank you,

***Dominique Williams***  
**Administrative Staff Assistant**  
**External Relations Division**  
Office: 206.256.6188  
Fax: 206.233.5142  
[seattle.gov/neighborhoods](http://seattle.gov/neighborhoods)

[Blog](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

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**From:** 2501 NW Market St Project <2501nwmarketstproject@earlydroureach.com>**Sent:** Monday, January 11, 2021 6:12 PM**To:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>**Subject:** New Project for the DON Blog

**CAUTION: External Email**

Hi-

Please see below for information for a new project for the DON Blog. Thank you!

Kate

**Project Address:**

2501 NW Market St, Seattle, WA 98107

**Brief Description:**

This project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.

**Contact:**

Natalie Quick

**Applicant:**

J. Selig Real Estate LLC

**Contact Information:**

2501NWMarketSTProject@earlyDRoutreach.com

## City of Seattle Design Review Required Outreach

### *Outreach Plan / January 4, 2021*

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<b>Project Address:</b>	2501 NW Market St, Seattle, WA 98107
<b>Brief Description:</b>	The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	J. Selig Real Estate LLC
<b>Contact Information:</b>	2501NWMarketSTProject@earlyDRoutreach.com
<b>Type of building:</b>	Multi-Family
<b>Neighborhood:</b>	Ballard
<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.

- **Printed Outreach: Direct Mail**

We will develop a full-color project poster and mail to residents and businesses within a 500-foot radius of the project. We will keep an address log of each location where the poster is sent. Posters will include SDCI project number, address and email address, as well as basic project information that directs interested parties to the project website and project survey.

- **Electronic / Digital Method #1: Website**

We will create a project website that includes a description of the project, details about the project team, details surrounding zoning, context and site map and relevant past projects completed by the project team. We will also include a link to the Seattle Services Portal, project email address and details about the overall timeline. A link to provide comments will be included on the site, along with a link to a project survey.

- **Electronic / Digital Method #2: Online Survey**

We will create a brief project survey that is tailored to the project and includes opportunity to provide specific feedback about notable project and site components.

###



# 2501 NW Market St Project

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

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# Opportunity to Provide Online Input on the 2501 NW Market St Project

## ABOUT THE PROJECT

The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.

**What:** Let us know what you think! Visit our website at [www.2501NWMarketStProject.com](http://www.2501NWMarketStProject.com) to learn more about this new project, including the team's proposed vision and approach.

**Survey:** Take our online survey to share your thoughts about the project site and components. (Survey located on the project website.)

**Comments:** Provide additional comments via our comment form or by email at [2501NWMarketStProject@earlyDRoutreach.com](mailto:2501NWMarketStProject@earlyDRoutreach.com).



## ADDITIONAL PROJECT DETAILS

**Project Address:**  
2501 NW Market St, Seattle, WA 98107  
**Contact:** Natalie Quick  
**Applicant:** J. Selig Real Estate LLC

**Additional Project Information on Seattle  
Services Portal via the Project Number:**  
3036772-LU

**Project Email:**  
[2501NWMarketStProject@earlyDRoutreach.com](mailto:2501NWMarketStProject@earlyDRoutreach.com)  
Note that emails are generally returned within  
2-3 business days, and are subject to City of  
Seattle public disclosure laws.

This effort is part of the City of Seattle's required outreach process, in advance of Design Review.

# Direct Mailing: 2501 NW Market St

## Poster Mailing Details

DISTRIBUTION DATE: January 13, 2021

<b>Project Address:</b>	2501 NW Market St, Seattle, WA 98107
<b>Brief Description:</b>	The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	J. Selig Real Estate LLC
<b>Contact Information:</b>	2501NWMarketSTProject@earlyDRoutreach.com
<b>Type of building:</b>	Multi-Family
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

The project flyer was shared with **592 businesses and residents** within a **500-foot radius** of the project addresses of 300-304 11<sup>th</sup> Ave E. A map detailing the mailing radius and invoice confirming delivery follows.

### MAILING MAP



**MAILING INVOICE**



9126 E Marginal Way S  
Seattle WA 98108

**Invoice**

Date	Invoice #
12/28/2020	1348-20

Phone: 206.448.0411  
Email: data@zplus4.com  
Web: www.publishersmailingservice.com

**BILL TO:**

Traci Paulk  
traci@paulkcreative.com  
PO Box 17037  
Seattle, WA 98127

P.O. No.	Terms	Due Date
2501NWMARKE...	C.O.D.	12/28/2020

QUANTITY	DESCRIPTION	RATE	AMOUNT
	2501 NW MARKET STREET - QTY 592		
	PURCHASE LIST DATA MINIMUM	150.00	150.00T
	DATA IMPORT	36.00	36.00
	MACHINE FOLD - 1	9.00	9.00T
592	ENVELOPES PROVIDED BY PUBLISHERS	0.05	29.60T
	UPLOAD ADDRESSES	12.00	12.00
	INKJET ADDRESSES-LTR MIN	35.00	35.00T
	INKJET PERMIT	16.00	16.00T
	SORT & TRAY: LETTER OR P/C	12.00	12.00T
	PROCESSING FEE	13.50	13.50T
	DELIVERY TO SEATTLE POST OFFICE	12.00	12.00T
	SUB TOTAL		325.10
	PERMIT 5544 POSTAGE	228.18	228.18

We appreciate your business!

We are unable to accept credit cards at this time, checks only please.

Onsite Mail, Inc. dba Publisher's Mailing Service

**Sales Tax** **\$27.99**

**Total** **\$581.27**

**Balance Due** **\$581.27**

**MAILING CONFIRMATION**

1/14/2021

Gmail - Were flyers mailed 01/13/2021? 2501 NW Market St Project



Lisa Kidwell <preciselywritelisa@gmail.com>

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**Were flyers mailed 01/13/2021? 2501 NW Market St Project**

2 messages

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**Lisa Kidwell** <preciselywritelisa@gmail.com>

Thu, Jan 14, 2021 at 8:58 AM

To: Barbara Belk <barbara@zplus4.com>

Cc: Natalie Quick <natalie@nataliequickconsulting.com>, Traci Paulk <traci@paulkcreative.com>, Kate Nolan <katenolan1000@gmail.com>

Bcc: Lisa Kidwell <preciselywritelisa@gmail.com>

Good morning, Barbara.

Can you please let me know if the flyers were mailed yesterday (01/13) for the project located at 2501 NW Market St or if they will be mailed out today (01/14)?

Thank you.

Have a great day.

Warm regards,  
Lisa Kidwell on behalf of Natalie Quick Consulting

Respectfully,  
Lisa Kidwell  
Cell (253) 202-6734  
[PreciselyWriteLisa@gmail.com](mailto:PreciselyWriteLisa@gmail.com)

---

**Barbara Belk** <barbara@zplus4.com>

Thu, Jan 14, 2021 at 12:33 PM

To: Lisa Kidwell <preciselywritelisa@gmail.com>

Those mailed yesterday, 1/13.

Barbara Belk

Publisher's Mailing Service

[9126 E Marginal Way S](#)

[Tukwila, WA 98108](#)

206-448-0411

# **Community Group Notification: 2501 NW Market St Project**

Poster E-Mailing Details  
E-MAILING DATE: January 12<sup>th</sup>, 2021

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## **COMMUNITY GROUPS WHO RECEIVED PROJECT NOTIFICATION**

Notification of the 2501 NW Market St project was sent along with a copy of the project flyer to 3 community groups listed on the Department of Neighborhoods “Neighborhood Snapshot” for Ballard on 01/12/21, including:

- Ballard District Council
- East Ballard Community Association
- Ballard Alliance



## **COMMUNITY GROUP NOTIFICATION EMAIL**

2/7/2021

Mail - 2501 NW Market St Project - Outlook

### **New Project in Your Neighborhood!**

2501 NW Market St Project <2501nwmarketstproject@earlydroutreach.com>

Tue 1/12/2021 9:49 AM

To: 2501 NW Market St Project <2501nwmarketstproject@earlydroutreach.com>

 1 attachments (2 MB)

Quick\_Flyer-2501 NW Market-123120 (1).pdf;

Hello-

Please find attached a flyer for an upcoming construction project in your neighborhood. Visit our project website for more information and to take the project survey at [www.2501nwmarketstproject.com](http://www.2501nwmarketstproject.com).

This is a part of the City of Seattle's Early Design Review required outreach process.

Please feel free to reach out to this email with any questions.

Thank you!

-The Project Team

# 2501 NW Market St Project

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

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- **Website Content**
- **Website Traffic**

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

- *Community Feedback Summary*
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- *Additional Emails/Comments Received*



## Project Website: 2501 NW Market St Project | WEBSITE TEXT

Website: [www.2501NWMarketStProject.com](http://www.2501NWMarketStProject.com)

---

<b>Project Address:</b>	2501 NW Market St, Seattle, WA 98107
<b>Brief Description:</b>	The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	J. Selig Real Estate LLC
<b>Contact Information:</b>	<a href="mailto:2501NWMarketSTProject@earlyDRoutreach.com">2501NWMarketSTProject@earlyDRoutreach.com</a>
<b>Type of building:</b>	Multi-Family
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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### HOME PAGE

**IMAGES:** Project Site

**TEXT:** Welcome to our Project Website, which is part of the City of Seattle’s Required Outreach in advance of Design Review. While the project is in its early stages, the information on this site will give you a sense of the project vision, timelines and how we’re approaching design.

Please feel free to take the Project Survey and/or leave Comments. Note that all information obtained will be part of the Documentation for this effort and is considered public comment.

The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.

Contact us. This outreach is part of the City of Seattle’s required outreach process, in advance of Design Review. Note that all calls and emails are generally returned within 2-3 business days, and are subject to City of Seattle public disclosure.

2501 NW Market St Project  
2501 NW Market St, Seattle, WA 98107

**LINKS:** Email- [2501NWMarketSTProject@earlyDRoutreach.com](mailto:2501NWMarketSTProject@earlyDRoutreach.com)

### TAB: PROJECT OVERVIEW

**TEXT:** 2501 NW Market St Project

Project #: 3036772-LU

Project Team

Developer: J. Selig Real Estate LLC

Architect: Mithun

Project Vision

This project proposes a new multi-family building in the heart of Ballard, within walking distance of the Ballard Historic District, a stone's throw from the acclaimed Nordic Museum, and conveniently-located close to future light rail access to downtown Seattle.

The building will feature approximately 148 residential units—including a mix of studios, one-bedroom and two-bedroom apartments.

The ground floor will include retail space along NW Market Street, residential amenities and street-level units that step out onto NW 54th Street.

One level of underground parking will be provided for residents. The project site is located within the Ballard Urban Village and features views of the ship canal to the south.

This development will create contemporary, thoughtfully-designed, high-quality homes and contribute to the vibrant Ballard Urban Village, with an aesthetic inspired by modern Nordic design.

Project Timeline

- Entitlement & Permitting: Winter 2021
- Construction Start: Spring 2022
- Construction Completion: Summer 2024

Zoning

Zoning Height Restrictions

Site Plan (Example Ground Floor Plan)

Site Plan (Example Upper Floor Plan)

**IMAGES:**

Zoning  
Zoning Height Plan  
Site Plan (Example Ground Floor Plan)  
Site Plan (Example Upper Floor Plan)

**LINK:**

none

**PAGE URL:** [www.2501NWMarketStProject.com/project-overview](http://www.2501NWMarketStProject.com/project-overview)

**TAB: FLYER**

**TEXT:** The flyer below was mailed to all households and businesses within a 500-foot radius of the project site.

**IMAGES:** Flyer Image

**LINK:** none

**PAGE URL:** [www.2501NWMarketStProject.com/flyer](http://www.2501NWMarketStProject.com/flyer)

**TAB: SURVEY**

**TEXT:** Survey. Take our online survey to share your thoughts about the project site and components.

**LINK:** Survey- 2501 NW Market St Survey Click Here

**PAGE URL:** [www.2501NWMarketStProject.com/survey](http://www.2501NWMarketStProject.com/survey)

**TAB: COMMENTS**

**TEXT:** Hello and thank you for visiting our 2501 NW Market St Project Required Outreach page. Please feel free to leave your comments here. All comments will be documented and submitted to the City as part of this process and are considered public comment.

2501NWMarketSTProject@earlyDRoutreach.com  
2501 NW Market St, Seattle, WA 98107

**LINKS:** Email- 2501NWMarketSTProject@earlyDRoutreach.com

**FORM:**

Name \*

--	--

First Name Last Name

Email \*

--

Message \*

--

Send

**LINKS:** Email- [2501NWMarketSTProject@earlyDRoutreach.com](mailto:2501NWMarketSTProject@earlyDRoutreach.com)

**PAGE URL:** [www.2501NWMarketStPoject.com/comments](http://www.2501NWMarketStPoject.com/comments)

## WEBSITE IMAGES

### 2501 NW Market St Project

Welcome to our Project Website, which is part of the City of Seattle's Required Outreach in advance of Design Review. While the project is in its early stages, the information on this site will give you a sense of the project vision, timelines and how we're approaching design.

Please feel free to take the Project Survey and/or leave Comments. Note that all information obtained will be part of the Documentation for this effort and is considered public comment.



### 2501 NW Market St, Seattle

This project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.

[Learn More](#)

## WEBSITE ANALYTICS

# 2501 NW Market St Project

## Website Analytics

### Traffic

Custom

\$ USD

VISITS

41

+1,950% mo/mo

UNIQUE VISITORS

40

+1,900% mo/mo

PAGEVIEWS

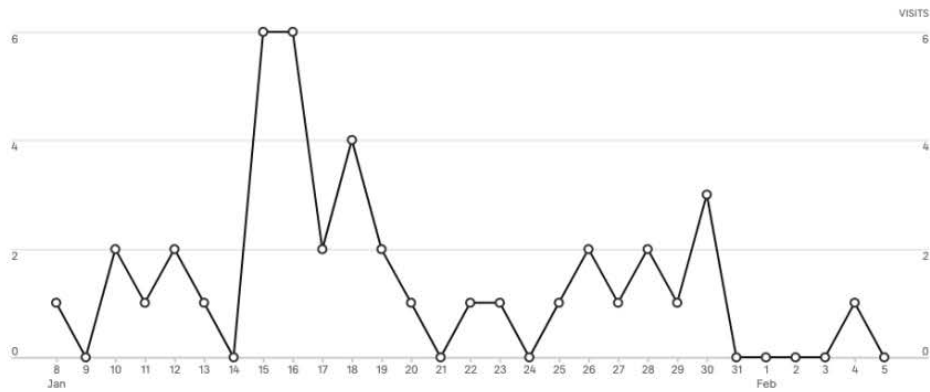
138

+886% mo/mo

### Visits

Jan 8-Feb 5, 2021 • 41 Total +1,950% mo/mo

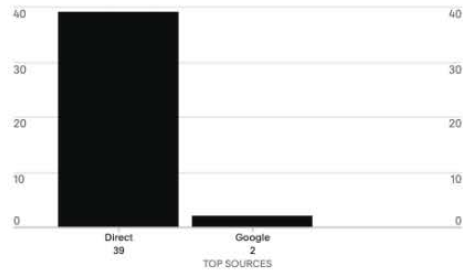
Daily



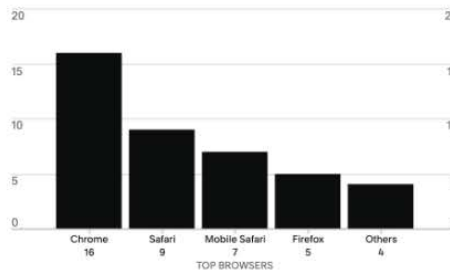
### Top Devices by Visits



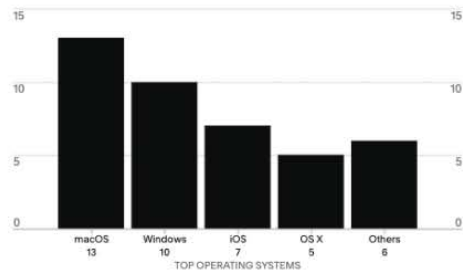
### Top Sources by Visits



### Top Browsers by Visits



### Top Operating Systems by Visits



# 2501 NW Market St Project

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

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#### *Initial Planning and DON Communication*

- *Listing on DON Blog*
- *Outreach Plan*

#### *Printed Outreach: Project Poster*

- *Project Poster*
- *Mailing Area Map*
- *Mailing Area Details*
- *Direct Mailing Distribution List*
- *List of Community Groups who Received Poster via Email*

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

- *Website Content*
- *Website Traffic*

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

- *Community Feedback Summary*
- *Online Survey Text*
- *Online Survey Results*
- *Additional Emails/Comments Received*

# Community Outreach: 2501 NW Market St Project

## Comment Summary

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<b>Project Address:</b>	2501 NW Market St, Seattle, WA 98107
<b>Brief Description:</b>	The project proposes construction of a new multi-family apartment building with approximately 148 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	J. Selig Real Estate LLC
<b>Contact Information:</b>	2501NWMarketSTProject@earlyDRoutreach.com
<b>Type of building:</b>	Multi-Family
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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### Comment Total:

- From Website: 0
- From Email: 1
- From Survey: 10

### Design-Related Comments

- **Design.** 50 percent of survey respondents said environmentally-friendly features are most important to them in a new building on this property; 25 percent said attractive materials; 25 percent said interesting and unique design; 25 percent said parking; and 13 said relationship to neighborhood character. Several respondents encouraged attractive, quality, classy and mindful design that gives unique personality to the structure, furthering character that lends itself to 300, 30 and 3 feet away, drawing inspiration from the history and present day of the area, and using good quality construction and building materials.
- **Exterior & Landscaping.** 56 percent of survey respondents said lighting and safety features are the most important consideration for the exterior space on this property; 44 percent said landscaping; 22 percent said seating options and places to congregate; and 11 percent said bike parking. A couple of respondents encouraged creating a welcoming streetscape, planting trees, landscaping in ways that support wildlife and clean air, and facilitating bike-ways.
- **Security.** A few respondents encouraged having a good plan for security in and around the building and making the surrounding area feel safe because the City does not enforce laws in Ballard.
- **Height/Views.** A few respondents expressed concern that lost views of the ship canal, cityscape and Mt. Rainier will have a major impact on neighbors, and encouraged the project team to create spaces for neighbors to access the south side of the building so they can continue to see the canal and working vessels.
- **Impacts.** A few respondents encouraged the project team to have respect for the neighborhood including doing their best to be good neighbors to people already living there and considering short-term noise, disruption and aesthetics.
- **Density.** One respondent encouraged intelligent density planning of 500+ units that allows for open space and doesn't attract congestion or clog up the streets with more cars.

### Non-Design-Related Comments

- **Retail.** 80 percent of survey respondents said new places for coffee or breakfast are the retail components they're most interested in for this location; 30 percent said new restaurants or bars; 20 percent said new stores for shopping; and 10 percent said spaces for the community. Additionally, 60 percent of survey respondents said thoughtful design that is open and welcoming is what inspires them to return to a building, office, restaurant or retailer; 60 percent said a sense of openness and natural light; 50 percent said local businesses / small businesses; 40 percent said great people and service; 20 percent said calm, restful places to



reflect and relax; and 10 percent said color and materials used in design. One respondent encouraged providing shops, restaurants and establishments to support the population increase. Another discouraged having bars/nightclubs, because this is a quieter and more residential section than east of 24<sup>th</sup> St, and would be inappropriate. One respondent encouraged having a bike café with green landscaping. One respondent noted that 54<sup>th</sup> St has a lot of junk laying around and another noted this building will have to make a compelling case for the future revitalization of 54<sup>th</sup> and may have carte blanche in defining the character of 26th St.

- **Parking & Traffic.** A few respondents encouraged the project team to take into consideration how much traffic will increase and make sure there is adequate parking. Another respondent expressed support for underground parking as streets are narrow and parking is at a premium.
- **Affordability/Equity.** One respondent encouraged the project team to support low-income residents as gentrification has forced a lot of people out of their homes and high-density residential buildings should give back to and serve their communities. Another respondent encouraged equitable access for all community members.
- **Maintenance.** One respondent encouraged the building be well-maintained.
- **Connectivity.** One respondent expressed concern that tall buildings block signals for cell phone, internet and TV.

#### Miscellaneous Comments

- **Support.** One respondent noted that they love the location of this site, its proximity to the Ballard Locks, the Nordic Museum and historic Ballard Avenue; that it clearly has a lot of untapped potential and they look forward to seeing what comes of it. Another respondent noted that they think Mithun is a great firm for building in Ballard and they're excited to see what comes about. One respondent noted that development of this site is long overdue and that they look forward to the developer bring more housing to this part of Ballard.

# 2501 NW Market St Project Survey

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Thank you for taking the time to complete our survey for the **2501 NW Market St** project! This project proposes demolition of the existing structures on-site, construction of a new building with approximately 148 residential units (including a mix of studios, one- and two-bedrooms) and commercial real estate at street level. We would like to hear your thoughts on our vision and approach for this project.

This survey will be open from January 15, 2021 to February 5, 2021, after which time we'll start preparing for the design review process and other permitting steps. PLEASE

NOTE: as part of the City of Seattle's required outreach for design review, all data collected within this survey is considered public information according to the [Public Records Act](#). Please do not share any sensitive or personal information within your responses.

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## 1. What is your connection to this development project?

- ☐ I live very close to the project
- ☐ I live in the general area
- ☐ I own a business nearby
- ☐ I visit the area often for work or leisure
- ☐ I don't have a direct connection, but I care about growth and development in Seattle
- ☐ Other

## 2. What is most important to you about the design of a new building on this property?

- ☐ Attractive Materials
- ☐ Interesting & Unique Design
- ☐ Environmentally-Friendly Features
- ☐ Relationship to Neighborhood Character
- ☐ Parking
- ☐ Other \_\_\_\_\_

3. What is most important consideration for the exterior space on this property?

- ☐ Landscaping
- ☐ Lighting & Safety Features
- ☐ Seating Options & Places to Congregate
- ☐ Bike Parking
- ☐ Other \_\_\_\_\_

4. What retail components are you most interested in for this location?

- ☐ New Stores for Shopping
- ☐ New Places for Coffee or Breakfast
- ☐ New Restaurants or Bars
- ☐ Other \_\_\_\_\_

5. When you visit a building, office, restaurant or retailer, what most inspires you to return?

- ☐ Great people and service
- ☐ Local businesses / small businesses
- ☐ Thoughtful design that is open and welcoming
- ☐ Bustling, exciting energy
- ☐ Calm, restful places to reflect and relax
- ☐ A sense of openness and natural light
- ☐ Color and materials used in design
- ☐ Other \_\_\_\_\_

6. What do you value most as new developments are built in your neighborhood?

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7. Is there anything specific about this neighborhood or property that would be important for us to know?

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8. What do you think are the top considerations for making this building successful?

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9. Anything else you'd like to add?

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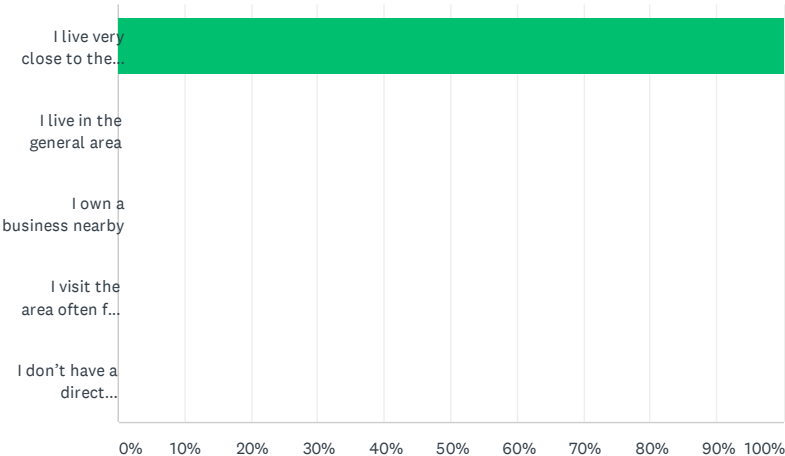
#### FORM SUBMITTED PAGE

Thank you for sharing thoughts! Your feedback is very helpful as we plan our proposed project. To track our progress through the design review and permitting process, look-up Project #3036772-LU (2501 NW Market St) in the [Seattle Services Portal](#). To learn more about the early outreach for design review process, visit the [Department of Neighborhoods webpage](#). You may also send us an email at [2501NWMarketStProject@earlyDRoutreach.com](mailto:2501NWMarketStProject@earlyDRoutreach.com).

2501 NW Market St Project Survey

Q1 What is your connection to this development project?

Answered: 10 Skipped: 0

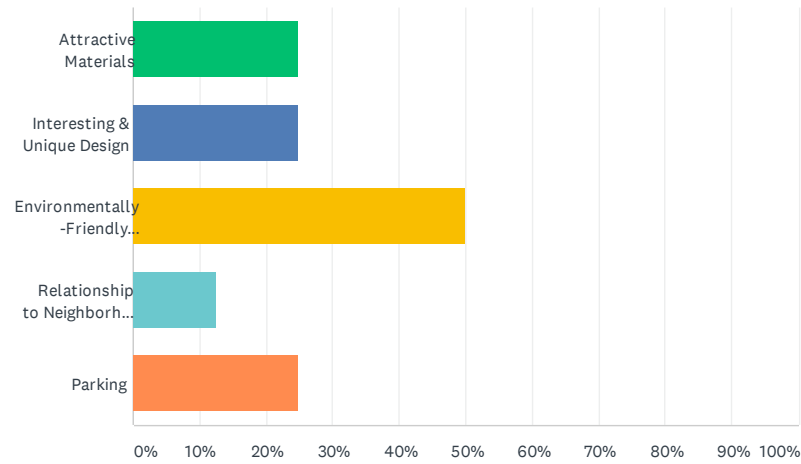


ANSWER CHOICES	RESPONSES	
I live very close to the project	100.00%	10
I live in the general area	0.00%	0
I own a business nearby	0.00%	0
I visit the area often for work or leisure	0.00%	0
I don't have a direct connection, but I care about growth and development in Seattle	0.00%	0
Total Respondents: 10		

## 2501 NW Market St Project Survey

### Q2 What is most important to you about a new building on this property?

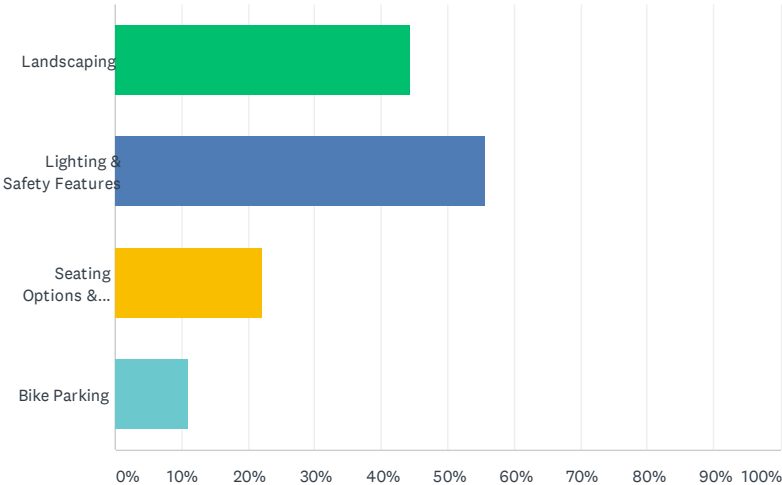
Answered: 8 Skipped: 2



ANSWER CHOICES	RESPONSES	
Attractive Materials	25.00%	2
Interesting & Unique Design	25.00%	2
Environmentally-Friendly Features	50.00%	4
Relationship to Neighborhood Character	12.50%	1
Parking	25.00%	2
Total Respondents: 8		

Q3 What is the most important consideration for the exterior space on this property?

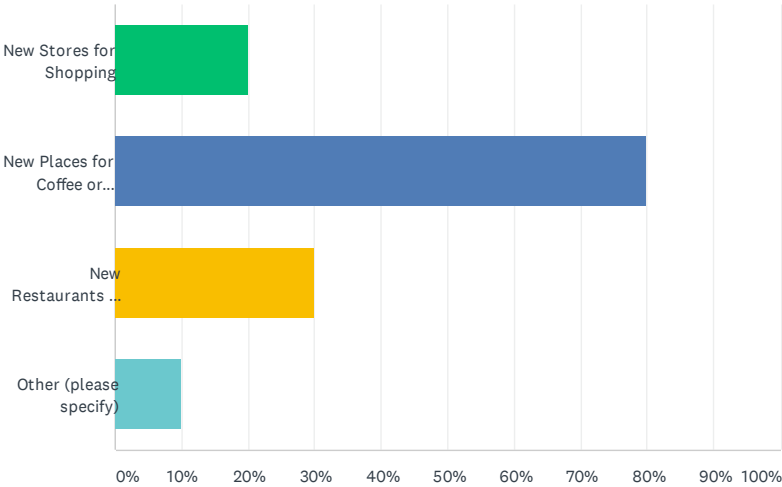
Answered: 9 Skipped: 1



ANSWER CHOICES	RESPONSES	
Landscaping	44.44%	4
Lighting & Safety Features	55.56%	5
Seating Options & Places to Congregate	22.22%	2
Bike Parking	11.11%	1
Total Respondents: 9		

Q4 What retail components are you most interested in for this location?

Answered: 10 Skipped: 0



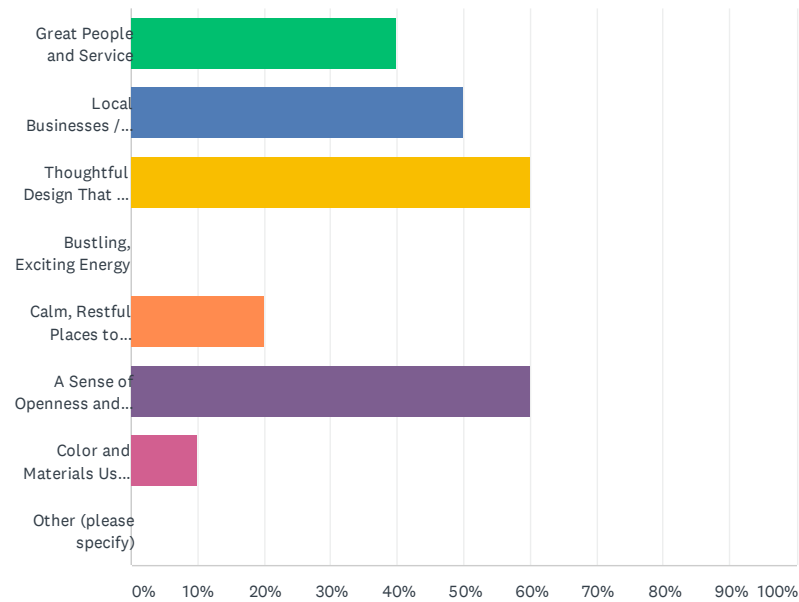
ANSWER CHOICES	RESPONSES	
New Stores for Shopping	20.00%	2
New Places for Coffee or Breakfast	80.00%	8
New Restaurants or Bars	30.00%	3
Other (please specify)	10.00%	1
Total Respondents: 10		



2501 NW Market St Project Survey

## Q5 When you visit a building, office, restaurant or retailer, what most inspires you to return?

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Great People and Service	40.00%	4
Local Businesses / Small Businesses	50.00%	5
Thoughtful Design That is Open and Welcoming	60.00%	6
Bustling, Exciting Energy	0.00%	0
Calm, Restful Places to Reflect and Relax	20.00%	2
A Sense of Openness and Natural Light	60.00%	6
Color and Materials Used in Design	10.00%	1
Other (please specify)	0.00%	0
Total Respondents: 10		

Q6 What do you value most as new developments are built in your neighborhood?

Answered: 8 Skipped: 2

2501 NW Market St Project Survey

Q7 Is there anything specific about this neighborhood or property that would be important for us to know?

Answered: 7   Skipped: 3

**Q8 What do you think are the top considerations for making this building successful?**

Answered: 8   Skipped: 2

2501 NW Market St Project Survey

Q9 Anything else you'd like to add?

Answered: 7   Skipped: 3

## PROJECT EMAILS/COMMENTS

The screenshot shows the Microsoft Outlook web interface. The left sidebar contains navigation links for Favorites, Inbox, Sent Items, Drafts, Add favorite, Folders, and Groups. The main pane displays a list of emails in the 'Inbox' folder. The selected email is from 'waprog2@gmail.com' with the subject 'comments on building @2501 NW Market St.'. The email body contains a message from Linde Knighton dated Mon 1/18/2021 12:49 PM, discussing concerns about the project's impact on the neighborhood, specifically mentioning narrow streets, parking, and underground parking. The email is signed 'Linde Knighton'. The bottom of the interface shows a taskbar with three open PDF files: '2501 NW Market....pdf', 'T002759053\_25....pdf', and '2501 NW Market....pdf'. A 'Show All' button is visible in the bottom right corner.

Outlook

Search

New message

Delete Archive Junk

Print Cancel

focused Other

Amelia Watson  
BIM Modeling Services !!!  
Hello, Hope you are doing well. Our c

Last month

waprog2@gmail.com  
> comments on building @...  
I live within 2 blocks of your proposed

DON\_DREarlyOutreach  
> New Project for the DON ...  
Hello, Your project information has be

2501 NW Market St Project  
> New Project in Your Neig...  
Hello- Please find attached a flyer for  
Quick\_Flyer-250...

2020

GoDaddy  
Welcome to Office 365. Let's... 12  
GoDaddy Customer, thanks for choosi

GoDaddy  
Add your new email to your ... 12  
Let's set it up on your desktop compu

comments on building @2501 NW Market St.

waprog2@gmail.com <waprog2@gmail.com>  
Mon 1/18/2021 12:49 PM

To: 2501 NW Market St Project <2501nwmktproject@earlydroureach.com>

I live within 2 blocks of your proposed project. So, concern #1. The streets are very narrow, and parking is at a premium now. You must include underground parking for your tenants and visitors, that allows traffic flow for other residents. Concern #2. The very tall buildings already placed between my residence at 2445 NW 57<sup>th</sup> st block signals for cell phone, internet and TV use. It cannot be made any worse--please.

Linde Knighton

Sent from Mail for Windows 10

2501 NW Market....pdf T002759053\_25....pdf 2501 NW Market....pdf

Show All