

EARLY COMMUNITY OUTREACH PLAN FOR DESIGN REVIEW

Project Address:	210 Minor Ave N Seattle WA 98109	
Contact Person:	Pearl Leung, External Affairs Director, Vulcan Inc.	
Contact Information:	pearll@vulcan.com 206-342-2201	
Within Equity Area:	Yes	
Plan Submittal Date:	June 2, 2020	
Project Description:	<p>This project is located in the Cascade neighborhood on the corner of Minor Avenue and John Street. This will be Vulcan's fifth development in the neighborhood. Vulcan has been working collaboratively with the Cascade neighborhood since 2002 conducting ongoing outreach with the neighborhood stakeholders.</p> <p>The proposed project will include approximately 107 residential units (including affordable housing under Seattle's MFTE program) in a single building. No parking or retail is currently planned. The new construction will replace the existing surface parking lot.</p>	
PROPOSED OUTREACH METHODS <i>Types of Outreach. Each outreach plan shall contain at least one of each of the (3) different types of outreach methods: printed, digital, and in-person.</i> <i>Per Council Bill 119769 electronic or digital methods shall satisfy the requirement for in-person outreach methods.</i>		DESCRIPTION & DOCUMENTATION OF CONDUCTED OUTREACH:
1. Printed Outreach	HIGH-IMPACT METHOD: <ul style="list-style-type: none"> Direct mailings to residences and businesses within approximately 500 ft radius of the proposed site. ALSO: <ul style="list-style-type: none"> Mailers will include URL/address to the online 	DESCRIPTION OF CONDUCTED OUTREACH: <ul style="list-style-type: none"> Mailed 68 posters to residents in the South Lake Union neighborhood living within a 500 ft radius of the proposed site. DOCUMENTATION (attached) <ul style="list-style-type: none"> Copy of the direct mailer promoting the online survey and

	<p>survey and the DON Early Outreach Blog.</p> <ul style="list-style-type: none"> • Mailers will also include instructions to access the Project Hotline. 	<p>hotline along with DON Early Outreach Blog.</p> <ul style="list-style-type: none"> • Screenshot of the map showing the 500 ft radius around the proposed site, wherein flyers were mailed.
2. Digital Outreach:	<p>HIGH-IMPACT METHOD:</p> <ul style="list-style-type: none"> • Online survey that will include early basic background information on the project and ask 8-9 questions to solicit stakeholder input, priorities, and concerns. The survey will be live before the printed outreach is mailed and the links emailed to community groups and will be open for at least 21 days. <p>ALSO:</p> <ul style="list-style-type: none"> • Survey will include a site plan with context for viewers. • Link to the survey will be included on printed mailers to residences and businesses within approximately 500 ft radius of the proposed site. • Electronic link to the survey will also be emailed to the Cascade Neighborhood Council, South Lake Union Community Council, Cascade People's Center, and affordable housing properties in the neighborhood including Plymouth Housing, Low Income Housing Institute, Capitol Hill Housing, and DESC. • Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins. 	<p>DESCRIPTION OF CONDUCTED OUTREACH:</p> <ul style="list-style-type: none"> • Created an online survey that provided basic background information on the project, asked eight questions to solicit stakeholder input on the project. Survey was published on July 14 and was open for 20 days. The survey link was included in direct mailings. • Project emailed to DON staff to be posted on Early Outreach Blog before all other outreach begins <p>DOCUMENTATION (attached):</p> <ul style="list-style-type: none"> • Copy of Survey • Summary notes of survey feedback • Copy of the direct mailer promoting the online survey. • Electronic link to the survey was emailed Cascade Neighborhood Council, South Lake Union Community Council, Cascade People's Center, and affordable housing properties in the neighborhood including Plymouth Housing, Low Income Housing Institute, Capitol Hill Housing, and DESC.

<p>3. Digital Outreach in lieu of In-Person Outreach:</p> <p><i>(Per Council Bill 119769</i> electronic or digital methods shall satisfy the requirement for in-person outreach methods)</p>	<p>HIGH-IMPACT METHOD:</p> <ul style="list-style-type: none"> • Project hotline (information & voicemail) will be set up and accessible for at least 21 days to accept public comment on the proposed project. <p>ALSO:</p> <ul style="list-style-type: none"> • Project hotline number will be included on printed mailers to residences and businesses within approximately 500 ft radius of the proposed site. • Electronic notification of the hotline will also be emailed to the Cascade Neighborhood Council, South Lake Union Community Council, Cascade People’s Center, and affordable housing properties in the neighborhood including Plymouth Housing, Low Income Housing Institute, Capitol Hill Housing, and DESC. • The hotline will be live before the printed outreach is mailed and the links emailed 	<p>DESCRIPTION OF CONDUCTED OUTREACH:</p> <ul style="list-style-type: none"> • Created a project hotline (informational & voicemail) to receive public comment on the proposed project. The hotline phone number was included in the direct mailers and was accessible from July 14 to August 3. <p>DOCUMENTATION (attached):</p> <ul style="list-style-type: none"> • Hotline phone number: (425) 409-9549 • Summary of hotline feedback • Electronic notification of the hotline was emailed to the Cascade Neighborhood Council, South Lake Union Community Council, Cascade People’s Center, and affordable housing properties in the neighborhood including Plymouth Housing, Low Income Housing Institute, Capitol Hill Housing, and DESC.
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Summary Notes of Feedback from Early Outreach

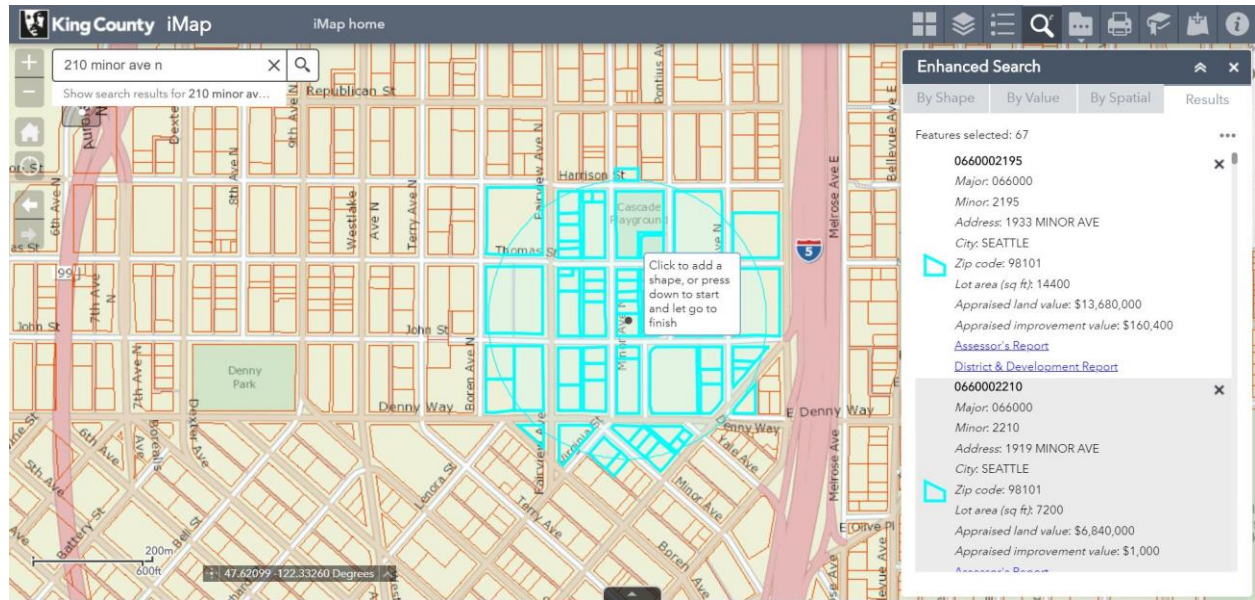
Notes from the Online Survey – Published July 14

- Received 2 responses to the survey
- Survey was open from July 14 through August 3.
- Respondents prioritized the following areas from most to least important: Landscaping (sidewalk plantings, tree canopies), Look & Feel (complementary to other buildings nearby), Security (adequate lighting, line of sight), Public Art, Sustainability.
- In open comments of the survey, respondents mentioned the following:
 - “Sustainable Guidelines for Cascade and public art is so important for character. Preservation is a high priority so art with a historical element is nice.”
 - “The size of this building will make the density of the neighborhood so much worse. It will put the rest of the block in perpetual shadow. If there aren't setback from the sidewalk, it will just add to the concrete-ization of the neighborhood.”
 - “The area between around the substation has been in chaos for the past five years between all the apartment buildings, the substation, and rechannelization tearing up the roads. Parking is atrocious already and while Vulcan will say downtown living will reduce vehicles in SLU, that's plainly false. By increasing living units AND reducing parking is making the area so much more inaccessible to people who have to work in the neighborhood, but can't afford to live there. Public transportation is lousy and while Amazon has their special shuttles, normal people don't. A building of this size and density adds nothing to the neighborhood, particularly when vacancy rates are still high.
 - “Community Space for local artists Art Shows”

Notes from the Hotline Feedback – Published on July 14

- Received 0 voicemail response on the hotline.
- Hotline was open from July 14 through August 3.

Map showing the 500 ft radius around the proposed site:



BLOCK 18

EARLY COMMUNITY OUTREACH ON NEW DEVELOPMENT



Vulcan Real Estate aims to collect early community input for new construction of a residential building at 210 Minor Avenue N, Seattle, WA 98109

Proposal Summary

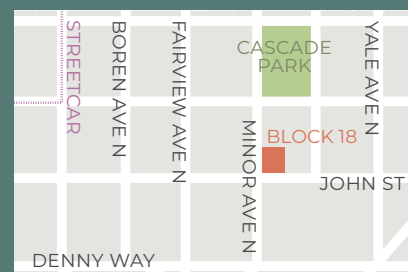
This project is located in the Cascade neighborhood on the corner of Minor Avenue N. and John Street. This will be Vulcan's fifth development in the neighborhood. Vulcan has been working collaboratively with the Cascade neighborhood since 2002 conducting ongoing outreach with the neighborhood stakeholders.

The proposed project will include approximately 107 residential units in a single building. No parking or retail is currently planned.

Call our hotline or take an online survey through August 3rd, 2020 to provide input.

(425) 409-9549

www.surveymonkey.com/r/SSWFT9G



Project Information

210 Minor Avenue N.
Seattle, WA 98109
SDCI# 004834-19PA (3035333-LU)

Contact Person

Pearl Leung
Vulcan Inc.
PearlL@vulcan.com

Any information collected may be made public through the City of Seattle

Please post this flyer where residents and stakeholders can review it and learn how to provide their input on this new proposed project. Thank you!

This survey aims to collect early community input for a new apartment building to be constructed at 210 Minor Ave N. Project input may also be provided by leaving a message at (425) 409-9549. The survey and hotline will be open through August 3.

This project is located in the Cascade neighborhood on the corner of Minor Avenue N. and John Street. This will be Vulcan's fifth development in the neighborhood. Vulcan has been working collaboratively with the Cascade neighborhood since 2002 conducting ongoing outreach with the neighborhood stakeholders.

The proposed project will include approximately 107 residential units in a single building. No parking or retail is currently planned.

For other questions related to this proposed development, contact Pearl Leung at PearlL@vulcan.com

Note: Any information collected on this survey may be made public through the City of Seattle

1. Do you live and/or work within .5 mile of South Lake Union neighborhood?

- | | |
|--|--|
| <input type="radio"/> Yes, I live in South Lake Union | <input type="radio"/> Yes, I work within .5 mile of South Lake Union |
| <input type="radio"/> Yes, I work in South Lake Union | <input type="radio"/> No, I don't live or work in or within .5 miles of South Lake Union |
| <input type="radio"/> Yes, I live within .5 mile of South Lake Union | |

2. If you replied "yes" in Question 1, how long have you lived and/or work within .5 miles of South Lake Union?

- | | |
|--|---------------------------------|
| <input type="radio"/> Less than 1 year | <input type="radio"/> 5+ years |
| <input type="radio"/> 1-2 years | <input type="radio"/> 10+ years |
| <input type="radio"/> 2-5 years | |

3. How many people are in your household?

- | | |
|---|----------------------------------|
| <input type="radio"/> 1 person (myself) | <input type="radio"/> 4-5 people |
| <input type="radio"/> 2 people | <input type="radio"/> 5+ people |
| <input type="radio"/> 3-4 people | |

4. How do you typically commute to work or school?

- ☐ Walk ☐ Drive
- ☐ Take the Bus ☐ Bike
- ☐ Take the Streetcar and/or Link Light Rail
- ☐ Other (please specify)

5. As a neighbor, how might you interact with this new building? Check all that apply.

- ☐ I might consider living there. ☐ I visit the Cascade People's Center or Cascade Park regularly and will likely walk by the building.
- ☐ I currently live or work blocks away from the proposed building. ☐ I visit friends or family in the South Lake Union neighborhood and will likely walk by the building.
- ☐ My transit stop is near the building.
- ☐ Other (please specify)

6. Given your likely interaction with the proposed building, what considerations are most important to you? Rank from 5 (the most) to 1 (the least) important.

☐

Landscaping (sidewalk plantings, plantings, etc.)

☐

Security (adequate lighting, line of sight, etc.)

☐

Public Art

☐

Look & Feel (complementary to other buildings nearby)

☐

Sustainability

7. Please elaborate on your highest ranked considerations in Question 6.

8. How else can the proposed building contribute to the neighborhood?

Email to Cascade Neighborhood Council, South Lake Union Community Council, Cascade People's Center, and affordable housing properties in the neighborhood including Plymouth Housing, Low Income Housing Institute, Capitol Hill Housing, and DESC including survey link, hotline number and project description:

From: [Pearl Leung](#)
To: [Pearl Leung](#)
Subject: Early Outreach for 210 Minor Ave N.
Date: Tuesday, July 14, 2020 5:57:34 PM
Attachments: [CommunityOutreach_Block18 \(003\).pdf](#)

Hello Cascade and South Lake Union Neighbors,

I hope this email finds you and your loved ones well during these difficult and uncertain times. I wanted to reach out and let you know that Vulcan is starting early outreach for our development in Cascade at 210 Minor Avenue N.

Per the City's Early Community Outreach for Design Review rules and the recently adopted amendments to meet social distancing requirements, we will be doing an online survey to get neighbors' input, a phone hotline to collect feedback, and are also mailing out informational flyers to immediate neighbors. Both the survey and hotline will be open through August 3, 2020.

Please feel free to share this information with your residents, colleagues, members, or neighbors who might be interested in this proposed development. Thank you!

Online Survey Link: www.surveymonkey.com/r/SSWFT9G

Project hotline (leave us a voicemail with your feedback): (425) 409-9549

Project description:

This project is located in the Cascade neighborhood on the corner of Minor Avenue N. and John Street. This will be Vulcan's fifth development in the neighborhood and we have worked collaboratively with neighborhood since 2002. The proposed project will include approximately 107 residential units in a single building. No parking or retail is currently planned.

Thank you in advance for any input on the survey! In the meantime, feel free to shoot me any questions, thank you.

Take care and stay well,
Pearl

Pearl Leung

External Affairs Director | Vulcan Inc.

D. 206.342.2201

www.vulcan.com