

Outreach Documentation: 2005 5th Ave

SUMMARY OF OUTREACH

Cascadia Consulting Group conducted the following outreach activities on behalf of MZA Architecture (MZA) and site developer, Chainqui Development Virginia, LLC. The outreach activities described below were used as part of the Department of Neighborhood's (DON) Early Design Guidance process. Cascadia's approved outreach plan is included as an appendix to this document.

- 1. Project Webpage (Multi-Prong Method)**

The project website launched on March 30, 2021. The website included a project overview, design approach, hotline information, and the feedback survey. The project website had 19 unique visitors who viewed the site a total of 53 times.

- 2. Project Hotline (High-Impact Method)**

The project hotline phone number launched on March 30, 2021 and appeared on web and print materials. We received no voicemails during the project. The project email address was also on web and print materials. We received no emails from residents in the area.

- 3. Online Survey (High-Impact Method)**

The online survey was embedded into the project webpage. It consisted of 11 questions with a combination of multiple-choice and open-ended response formats. The survey was open from March 30 to April 26, 2021. We received no feedback through the survey.

- 4. Direct Mailing (High-Impact Method)**

We promoted the project website and the online survey through a direct-mail flyer sent to households within a 500-ft radius of the project site. We sent the mailing to recipients on April 2, 2021.

- 5. Digital Ads in Local Newsletter (Multi-Prong Method)**

Digital ads were developed and posted to the [Seattle Weekly](#) newspaper. The ads introduced the project, information about the webpage, hotline, and online survey, and included an image of the project design. There were five total ads developed to be used across various platforms (e.g., web, mobile, etc.). The ads were posted March 31, 2021 and closed April 23, 2021. In total the ads received 26,001 impressions that generated 19 clicks back to the project website. Our ads had an average click-through rate of 0.07%, slightly above the national average: 0.04%. This rate presents the ratio of users who clicked on the link compared to the number of individuals who viewed the ads.

SUMMARY OF COMMUNITY FEEDBACK

Although the project team received views on all of the outreach materials, no community feedback was submitted.

Early Design Outreach Plan

2005 5th Ave, Seattle, WA

Overview

2005 5th Ave is in early design for a new 42-story mixed-use tower. The site is located in the Belltown neighborhood nestled on the corner of 5th Avenue and Virginia Street. The subject site consists of two historical parcels – one commercial (i.e., Griffin Building) and one residential (i.e., Sheridan Apartments) – and totals 19,440 square feet (0.45 acres) in size. The new addition was designed to amplify and celebrate the original architecture and design, while preserving the two landmark buildings to use as the foundation for the tower. The tapered tower will inherit the Griffin Building features, while lightly touching both landmarks. The new tower will include 312 below-ground parking stalls and have dedicated office space for the first 11 levels, maintaining the original ground-level retail found in the Griffin Building. The first 11 stories are expected to include over 90,000 square feet of rentable commercial space, bike storage, and will replace and restore the local exterior architecture (e.g., exterior terracotta).

The remaining levels of the tower will be mixed-use with a priority for residential development. Levels 12-42 will include 427 residential units, bike storage, a rooftop deck, and will contain a new 2-story retail space above the original Sheridan complex. The rooftop deck will be built to be solar-panel-ready and encourages outdoor activities and interactions among residents. The perimeter of the building includes added street trees and sidewalk improvements to improve accessibility and local aesthetics.



The developer for the project is Chainqui Development Investment Group, with outreach activities carried out by Cascadia Consulting Group. Early design outreach is anticipated to begin in mid-February and last approximately 6 weeks. Note that this development is not located within an Equity Area.

Electronic/Digital Outreach

1. Basic Project Webpage (Multi-Prong Method)
2. Project Hotline (High-Impact Method)
3. Online survey (High-Impact Method)

Printed Outreach

1. Direct Mailing (High-Impact Method)
2. Ad or article in local print newsletter (Multi-Prong Method)

Electronic/Digital Engagement

1. Basic Project Webpage (Multi-Prong Method)
The project webpage will have information about the project and its design considerations, as well as an opportunity for community members to share feedback via an embedded online survey. The webpage will be available for a minimum of 4 weeks.
2. Project Hotline (High-Impact Method)
The project hotline will include recorded, current information about project, how to find the webpage, info on the online survey, and the option to leave a voicemail. Outreach team members will return calls. The hotline will be available for a minimum of 4 weeks.
3. Online Survey (High-Impact Method)
The online survey will include basic background information on the project and ask questions intended to solicit priorities and concerns from community members. The survey will be available for 3 weeks (21 days).

In alignment with the [Director's Rule](#), all electronic/digital outreach materials will:

1. Include a brief summary of the proposal;
2. Include the address of the project/property and the SDCI project number, if available;
3. Identify a contact person for the project;
4. Provide an email address, survey link, phone number, or alternate way of providing feedback on the project directly to the applicant;
5. Include where any additional information about the project can be found (such as the Seattle Services Portal);
6. Be publicized using at least one printed outreach method (except that emails to distribution lists do not need to be publicized);
7. Be publicly available for a minimum of 21 days; and
8. Include a statement informing the public that any information collected may be made public.

Printed Outreach

1. Direct Mailing (High-Impact Method)

A postcard mailer will be sent to residences and businesses within an approximately 500 ft radius of the proposed site, including apartments and other multi-family buildings. A mailing list is included in [Appendix A](#).

The mailer will include information about the project and associated webpage, hotline, and online survey. The mailer will be sent at least 21 days before the survey closes.

2. Ad in Local Print Newsletter (Multi-Prong Method)

An ad will be posted to the [Seattle Weekly](#) newspaper. The ad will introduce the project, information about the webpage, hotline, and online survey, and will include an image of the project design. The add will be posted for at least 21 days before the survey closes.

In alignment with [Director's Rule](#), all printed outreach materials will:

1. Include a brief summary of the proposal;
2. Include the address of the project/property and the SDCI project number, if available;
3. Identify a contact person for the project;
4. Provide an email address, survey link, phone number, or alternate way of providing feedback on the project directly to the applicant;
5. Include where any additional information about the project can be found (such as the Seattle Services Portal); and
6. Include a statement informing the public that any information collected may be made public.

Outreach Timeline

Date	Outreach Activity
Date	Launch Project Webpage & Hotline
3/30	Launch Online Survey
3/30	Send Project Mailer
4/1	Post Ad in Digital Newsletter (3 week run time)
4/1– 4/23	Monitor project email and hotline
Ongoing	Close online survey (dependent on print newsletter timing)
4/23	Close project webpage and hotline
4/23	Provide outreach summary to client and DON

Appendix A – Mailing List

Address	Zip Code
1900 5TH AVE	98101
1904 3RD AVE	98101
1908 3RD AVE	98101
1913 5TH AVE	98101
1916 3RD AVE	98101
1920 4TH AVE	98101
1921 5TH AVE	98101
1923 5TH AVE	98101
1927 5TH AVE	98101
1942 WESTLAKE AVE	98101
1950 6TH AVE	98101
2000 4TH AVE	98121
2000 5TH AVE	98121
2000 6TH AVE	98121
2001 6TH AVE	98121
2001 WESTLAKE AVE	98121
2005 5TH AVE	98121
2011 5TH AVE	98121
2011 7TH AVE	98121
2013 4TH AVE	98121
2014 4TH AVE	98121
2015 5TH AVE	98121
2019 5TH AVE	98121
2020 5TH AVE	98121
2021 4TH AVE	98121
2024 3RD AVE	98121
2025 5TH AVE	98121
2030 5TH AVE	98121
2031 7TH AVE	98121
2033 6TH AVE	98121
2035 4TH AVE	98121
2100 3RD AVE	98121
2100 4TH AVE	98121
2100 5TH AVE	98121
2105 5TH AVE	98121
2106 5TH AVE	98121
2115 5TH AVE	98121
2116 4TH AVE	98121

2116 5TH AVE	98121
2121 5TH AVE	98121
2124 4TH AVE	98121
2124 5TH AVE	98121
2127 5TH AVE	98121
2133 6TH AVE	98121
300 VIRGINIA ST	98101
301 VIRGINIA ST	98101
316 VIRGINIA ST	98101
401 LENORA ST	98121
410 STEWART ST	98101
414 OLIVE WAY	98101
414 STEWART ST	98101
421 LENORA ST	98121
500 OLIVE WAY	98101
520 LENORA ST	98121
600 STEWART ST	98101
620 LENORA ST	98121

[Home](#)[Project Overview](#)[Design Approach](#)[Share Your Feedback](#)[Next Steps](#)

2005 5th Ave Project

Welcome to the 2005 5th Ave webpage!

This webpage and corresponding survey are 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 an idea of the project vision, timeline, and how we're approaching design. Review the content on the site and use the survey as an opportunity for you to share your vision for the property.

Let's Get Started!

Contact Us

Email: 5thave@cascadiaconsulting.com || Project Hotline: 206-337-7374

To learn more about the early outreach for design review process, please visit the Seattle Department of Neighborhood's [webpage](#)

City of Seattle [Privacy Policy](#).



Privacy Statement: Any information collected during this Early Community Outreach may be submitted to the City of Seattle and shall be made publicly available pursuant to the Washington State Public Records Act. Please do not divulge any sensitive personal information.

Project Overview

Project Team

Developer: [Chainqui Development](#)

Architect: [MZA Architecture](#)

Early Design Outreach: [Cascadia Consulting Group](#)

Project Vision

Chainqui Development and MZA Architecture are partnering on the development of a new tower located on top of the Griffin Building and the Sheridan Apartments. Located at 2005 5th Ave., the proposed 42-story mixed-use tower will include:

- **First 11 Stories**
 - 90,000 square feet of rentable commercial space
 - New 2-story retail space at the Sheridan Apartments
 - Bike Storage
 - Lobbies
- **Levels 12-42**
 - Over 400 residential units
 - Upper and lower rooftop deck
 - Residential amenities
- **Below-Ground**
 - Approximately 300 parking stalls



Project Timeline

The project team is in the early stages of design. At this time, we want to hear from the community about your vision for the property. The community survey will be available until 04/23/2021, after which we'll start preparing for the [City's Design review process](#) and other permitting steps.

Construction is anticipated to take place Winter 2022 to Summer 2025.

[Design Approach](#) >

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Design Approach

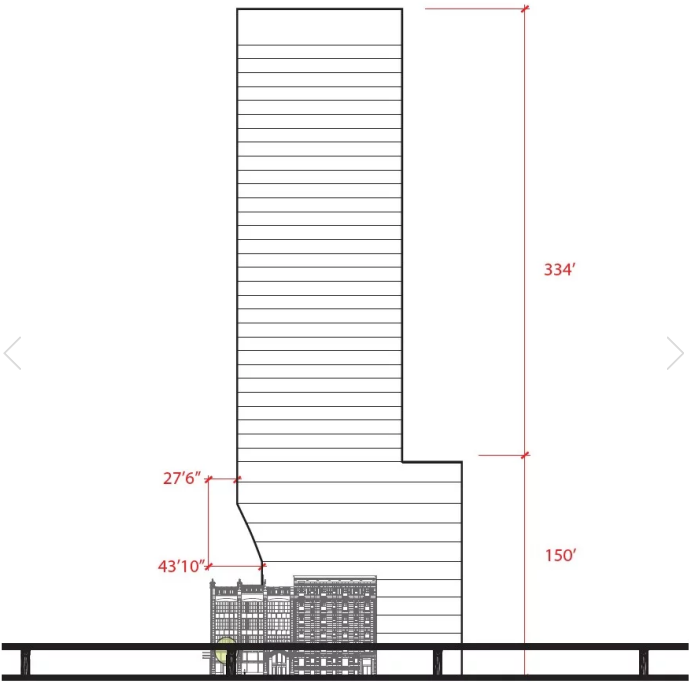
Design Approach

The project team will consider many factors when designing the property, including site analysis, neighborhood character, local architecture, surrounding streetscape, and the feedback we hear from community members like yourself!

Site Analysis

The site is located in the Belltown neighborhood nestled on the corner of 5th Avenue and Virginia Street.

The subject site consists of two historical parcels – one commercial (i.e., Griffin Building) and one residential (i.e., Sheridan Apartments) – and a surface parking lot, totaling 19,440 square feet (0.45 acres) in size.

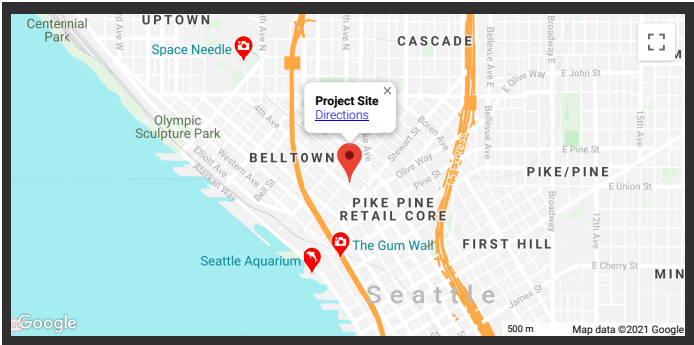


East Elevation

Neighborhood Architectural Character

The project Site is located in the [Belltown neighborhood](#), less than half a mile from the Pike Place Market and less than a mile away from the Space Needle. The new

addition is located on the corner of 5th Avenue and Virginia Street and will be created to amplify and celebrate the original architecture and design, while preserving the two landmark buildings to use as the foundation for the tower.



The new tower embraces new formalism architecture and at the podium will historically restore the exterior terracotta, replace the windows, and paint the existing trim at the Sheridan and Griffin Buildings.



Share Your Feedback >

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Share Your Feedback

We Want to Hear From You!

We want to hear from the community about what you want to see at this property! Please share your ideas about designs and activities for the new building and any other thoughts that would help us understand your concerns and priorities for this property via the survey below.

 You have already taken this survey



Want to create your own surveys?

Gather opinions from customers, employees, prospects, and more. Use your insights to make better, data-driven decisions.

Email Address

you@example.com

Password

(at least 8 characters)

Create Free Account

Privacy - Terms

Next Steps >

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Next Steps

The Early Design Outreach Survey closes on 04/23/2021. After reviewing your feedback we'll start preparing for the City's [Design review process](#) and other permitting steps.

To find out more about this project and track our progress through the permitting process, search the project address (2005 5th Ave) in the [Design Review Calendar](#) and the [Seattle Services Portal](#). To find out more about early outreach for design review, visit the [Department of Neighborhood's webpage](#).

[Return to Home](#) >

Contact Us

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2005 5th Ave Early Design Outreach Survey

0

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

RULES

+ FILTER

+ COMPARE

+ SHOW

No rules applied

Rules allow you to **FILTER**, **COMPARE** and **SHOW** results to see trends and patterns.

[Learn more »](#)

RESPONDENTS: 0 of 0

ADD TO DASHBOARD

SAVE AS

QUESTION SUMMARIES INSIGHTS AND DATA TRENDS INDIVIDUAL RESPONSES



Your survey has no responses

Collect responses or Buy responses

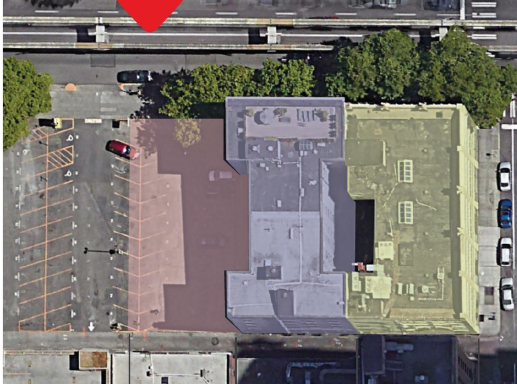
TIP: You will be notified as new responses come in. You can also notify others. NOTIFY OTHERS

Help! Feedback

Postcard

2005
5th Ave

New development is coming near you...
Weigh in early!



PARKING

60' x 108'

6,480 SF

SHERIDAN

7 FLOORS

5,194 SF / FLR

GRIFFIN

4 FLOORS

5,823 SF / FLR

M Z A



CHAINQUI DEVELOPMENT

Share your feedback!

Visit the project webpage to learn more and
take the early design survey.



Contact us: Tristan Smit
5thave@cascadiaconsulting.com

Project Hotline: 206.337.7374
5thavesearlydesign.com



View from the Corner of 5th & Virginia

Chainqui Development and MZA Architecture are partnering on the development of a new tower located on top of the Griffin Building and the Sheridan Apartments. Located at 2005 5th Avenue, the proposed 42-story mixed-use tower will include 11 levels of commercial space, 31 levels of residential development, over 400 units, an upper and lower rooftop deck, and residential amenities.



1179 Andover Park W
Seattle, WA 98188-3910
Tel: 206.343.5719
Fax: 206.238.9249
www.lacypar.com



Invoice

No.: 78790

Date: 04/05/21

Attn: Accounts Payable
CASCADIA CONSULTING GROUP
1109 1st Ave #400
Seattle WA 98101

Project Quote:

Invoice Date: 04/05/21

Date of Service: 04/02/21

Terms: Cash

PO#:

Job Description MZA Print/Mail 4.50x6.25 Color postcards - Lynn Knapp

Description	Qty	Unit Price	Ext Price
Data Processing			
Import/Upload Data File - 1 to 3 Files	1	39.00000	\$39.00
SubTotal:			\$39.00
Mailing Services			
Metering - Letter	56	0.02100	\$1.18
Deliver to Post Office -	1	36.00000	\$36.00
SubTotal:			\$37.18
Printing Services			
Merge Printing 4/4, non-bleed, 4.40x6.25 on 100#C Satin Cover, trim, qty. 56 -	1	110.00000	\$110.00
SubTotal:			\$110.00
Postage			
L & P #1726	1	28.56	\$28.56
Postage Paid:			\$0.00
Postage Used:			\$28.56
Postage Subtotal:			\$28.56
Comments:			
Sub Total Services:			\$186.18
Tax:			\$15.17
Credit:			\$0.00
Services Total:			\$201.35
Thank you for your order.			Total Balance Due:
			\$229.91

Seattle Weekly Ad #1 (300x250)

NEW BUILDING PROJECT



2005 5th Ave
Seattle, WA 98121

Chainqui Development and MZA Architecture are partnering on the development of a new tower located on top of the Griffin Building and Sheridan Apartments.

Visit 5thavesearlydesign.com

to learn more and take the early design survey to provide your input. The survey closes on April 23.

Any information collected may be made public.



M Z A

CHAINQUI DEVELOPMENT

Questions? 206.337.7374 5thave@cascadiaconsulting.com



View from the Corner of 5th & Virginia

NEW BUILDING PROJECT



2005 5th Ave

Seattle, WA 98121

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- Over 400 residential units
- Upper and lower rooftop deck
- Residential amenities
- Approximately 300 parking stalls

Visit 5thaveearlydesign.com

to learn more and take the early design survey to provide your input. The survey closes on April 23.

Any information collected may be made public.

For project questions or comments, please contact:

Tristan Smit, Outreach Coordinator

5thAve@cascadiaconsulting.com

206.337.7374



CHAINQUI DEVELOPMENT

Seattle Weekly Ad #3 (320x50)



New Building Project at 2005 5th Ave
Weigh in at 5thavesearlydesign.com
Any information collected may be made public.

Seattle Weekly Ad #4 (728x90)

M Z A

CHAINQUI DEVELOPMENT

View from the Corner of 5th & Virginia


 **2005 5th Ave**
Seattle, WA 98121


WEIGH IN ON THIS NEW BUILDING PROJECT AT
5thavesearlydesign.com

Seattle Weekly Ad #5 (970x90)

M Z A

CHAINQUI DEVELOPMENT





2005 5th Ave

Seattle, WA 98121

WEIGH IN ON THIS NEW BUILDING PROJECT AT

5thavesearlydesign.com

From: [William Shaw](#)
To: [Tristan Smit](#)
Subject: Seattle Weekly Ad - 2005 5th Ave Property
Date: Monday, April 26, 2021 10:00:31 AM
Attachments: [Sound P O&O Dashboard - DASHBOARD \(17\).pdf](#)

Good morning Tristan.

Your campaign detail is:

Impressions Delivered: 26,001

Clicks back to the website: 19

Click-Through Rate (CTR): 0.07%

Not bad!

The national average CTGR is 0.04%.

Let me know if you have any questions or if I can be of any additional service.

regards,

Bill

William Shaw

General Manager

Direct: 425-453-2710

Internal: 15029

Fax: 425-453-4193

8124 Falls Ave. SE, Snoqualmie, WA 98065



[Map](#) [Print Rates](#) [Online Rates](#) [Media Kit](#) [Sound Info](#)

Data date range:

1

Cascadia Consulting Group

2

Select a Date Range

Last 90 Days

Start	End
3/27/21	04/27/2021

Dates

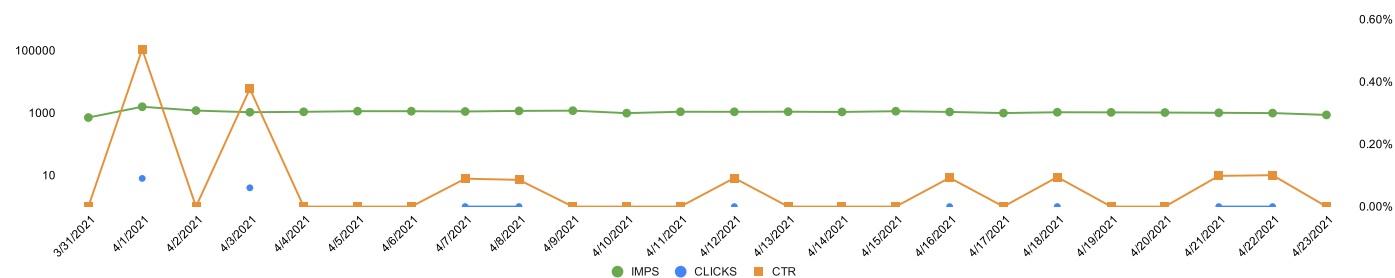
3/27/2104/27/2021

Date range covered

Jan 27, 2021Apr 26, 2021



Google Ad Manager - Orders



Order	Order Start Time	Order End Time	Imps. Won	Clicks	CTR
71-001915-001_Cascadia Consulting Group	3/31/2021 0:00:00	4/23/2021 0:00:00	26,001	19	0.07%
TOTALS			26,001	19	0.07%

LiveIntent Campaigns - Campaigns

No data

Campaign name	Imps. Won	Clicks	CTR
TOTALS			