

# **6718 ROOSEVELT WAY PROJECT**

## **CITY OF SEATTLE**

### **REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW**

### **OUTREACH DOCUMENTATION**

***\*With Updated Requirements Via Ordinance #126072***

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

## 6718 Roosevelt Way Project

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

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<b>Project Address:</b>	6718 Roosevelt Way NE, Seattle, WA 98115
<b>Brief Description:</b>	This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	High Street Northwest Development Inc
<b>Contact Information:</b>	6718RooseveltWayProject@earlyDRoutreach.com
<b>Type of Building:</b>	Multifamily
<b>Neighborhood:</b>	Roosevelt
<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 689 residences and businesses. Poster, details on distribution and invoice are in Appendix A.
- *Date completed:* September 09, 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:* September 11, 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:* September 11, 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 & Character.** 44 percent of survey respondents noted that relationship to neighborhood character is most important to them about the design of the property; 39 percent said attractive materials; 39 percent said room for open space; 33 percent said interesting and unique design and 28 percent said parking. Numerous respondents encouraged a strong design concept with thoughtful urban character and high-quality, attractive materials; utilizing architecture that fits well within the neighborhood, ages well and is respectful to the original feel/style, including brick or unique/funky architectural elements; considering future growth/expansion; promoting a healthy, active, walkable and vibrant urban environment; paying extra consideration to materials at street-level; and having beautiful exterior finishes that do not include Hardie board. One respondent noted that the clean design on the project across Roosevelt is an excellent example and that the big black ugly building with colored panels is not.
- **Exterior.** 74 percent of survey respondents said landscaping is the most important consideration for the exterior of the property; 53 percent said lighting and safety features; 47 percent said seating options and places to congregate; and 21 percent said bike parking. Respondents encouraged having a well-landscaped, unique and community-oriented public space, accessible sidewalks, non-hostile architecture, as much public common area as possible, wide sidewalks that are well-maintained, street trees healthy enough to become tall, and open spaces for people to sit and meet. Another respondent encouraged making sure street corners meet street-level for bicyclists. One respondent noted that cars sometimes go the wrong way on 12<sup>th</sup> so a concrete planter would be wise and that cars should be slowed down as the crosswalk is dangerous. Other respondents encouraged accessibility improvements and keeping both sides of NE 68<sup>th</sup> green and shady, and encouraged a publicly accessible green rooftop.
- **Sustainability.** A few respondents encouraged using sustainable materials and aiming for green building certifications.
- **Scale.** A few respondents encouraged the least amount of obstructive construction as possible and another encouraged not blocking the view of those immediately south of the project.

### Non-Design-Related Comments

- **Retail.** 87 percent of survey respondents said they are most interested in new restaurants or bars for this location; 44 percent said new stores for shopping and 38 percent said new places for coffee or breakfast. When visiting an office, restaurant or retailer, 61 percent of survey respondents said a sense of openness and natural light inspires them to return; 56 percent said thoughtful design that is open and welcoming; 56 percent said local businesses / small businesses; 44 percent said great people and service; 33 percent said calm, restful places to reflect and relax; 28 percent said color and materials used in design; and 17 percent said bustling, exciting energy. Respondents encouraged any nice, viable local shops or restaurants and small businesses and having affordable rents, while others encouraged something that gives back to the community like a local food bank. One respondent encouraged providing one large commercial space versus breaking it up into smaller spaces.
- **Affordability.** A few respondents encouraged having MFTE/IZ affordable units for lower income residents.
- **Units.** A few respondents encouraged maximizing the number of units overall, providing a range of unit types/amenities including some units 2+ bedroom multi-story lofted units/walk-ups and keeping the property open-concept with individual balconies. Other respondents encouraged utilizing condo or townhome ownership options.
- **Parking.** Several respondents noted parking is crucial and should be provided since this is an owner-occupied residential area. Others noted parking should be lower priority due to the close proximity to the light rail station.
- **Safety & Security.** A few respondents noted that making the space safe and welcoming and having lights at night is important. Another encouraged activation of the area with businesses that put eyes on the street most hours of the day.
- **Construction Impacts.** A few respondents noted that the project should be made quickly as there is so much construction in the area it is making the area unpleasant.
- **Demand.** One respondent questioned noted there is no guarantee it will fill up in the new “work from home” era.
- **Amenities.** One respondent noted they appreciate providing dog and hygiene space to protect plants on the street.

### Miscellaneous

- **Opposed.** One respondent noted that all new buildings suck, they don't value most of the buildings that have been built in the Roosevelt neighborhood and questioned why this is needed.
- **Support.** One respondent noted they trust the team to make the best decisions and another welcomed the project to the neighborhood.

## 6718 Roosevelt Way 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	08/24/21	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	09/09/21	Poster mailed to 689 residences and businesses. 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.	09/11/21	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	09/11/21	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>	09/09/21	Copy of direct mailing 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>	09/11/21-10/04/21	Survey and project website established. Checked for comments daily. Website content and survey results featured in Appendix A.

		<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>		
VI.A.1.	Outreach Documentation	Summary	10/04/21	Outreach Plan copy included in Appendix A.
VI.A.2.	Outreach Documentation	Printed Material Documentation	10/04/21	See notation above for Print Outreach. Copies of poster and mailer distribution map to 689 residents and businesses included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation	10/04/21	See notation above for Digital Outreach. Website content and survey results included in Appendix A.

# 6718 Roosevelt Way 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*

#### *Printed Outreach: Project Poster*

- *Project Poster*
- *Poster Distribution Details*

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

- *Website Content*
- *Website Traffic*

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

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

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

Tue 8/24/2021 4:24 PM

To: Kate Nolan &lt;katenolan1000@gmail.com&gt;

Cc: 6718 Roosevelt Way Project &lt;6718rooseveltwayproject@earlydroutreach.com&gt;

Kate,

Your project has been posted on the blog and can be viewed using the link below.

[6718RooseveltWayProject@earlydroutreach.com](https://6718RooseveltWayProject@earlydroutreach.com)

Thanks,

Tom

**Tom Van Bronkhorst****Strategic Advisor**

Office: 206.233.3954

Cell: 206.475.4247

[seattle.gov/neighborhoods](https://seattle.gov/neighborhoods)**Seattle  
Neighborhoods**  
OUTREACH & ENGAGEMENT[Blog](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Public Disclosure/Disclaimer Statement: Consistent with the Public Records Act, Chapter 42.56 RCW, all records within the possession of the City may be subject to a public disclosure request and may be distributed or copied. Records include and are not limited to sign-in sheets, contracts, emails, notes, correspondence, etc. Use of lists of individuals or directory information (including address, phone or E-mail) may not be used for commercial purposes.

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**From:** Van Bronkhorst, Tom <Tom.VanBronkhorst3@seattle.gov>**Sent:** Monday, August 23, 2021 9:17 AM**To:** DON\_DREarlyOutreach <DREarlyOutreach@seattle.gov>**Subject:** FW: New Project for the DON Blog - Roosevelt

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**From:** Kate Nolan <[katenolan1000@gmail.com](mailto:katenolan1000@gmail.com)>**Sent:** Sunday, August 22, 2021 8:03 PM**To:** Van Bronkhorst, Tom <[Tom.VanBronkhorst3@seattle.gov](mailto:Tom.VanBronkhorst3@seattle.gov)>;[6718RooseveltWayProject@earlydroutreach.com](https://6718RooseveltWayProject@earlydroutreach.com)**Subject:** New Project for the DON Blog - Roosevelt

<b>CAUTION: External Email</b>
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Hi Tom-

Please see below for a new project for the DON Blog, and let me know when it is posted.

Thank you!

## City of Seattle Design Review Required Outreach

### *Outreach Plan / August 13th, 2021*

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<b>Project Address:</b>	6718 Roosevelt Way NE, Seattle, WA 98115
<b>Brief Description:</b>	This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	High Street Northwest Development Inc
<b>Contact Information:</b>	6718RooseveltWayProject@earlyDRoutreach.com
<b>Type of Building:</b>	Multifamily
<b>Neighborhood:</b>	Roosevelt
<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.

###



# 6718 Roosevelt Way Project

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

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## Opportunity to Provide Online Input on the 6718 Roosevelt Way NE Project

## ABOUT THE PROJECT

The project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level and streetscape improvements. Existing structures will be demolished.

**What:** Let us know what you think! Visit our website at [www.6718RooseveltWayProject.com](http://www.6718RooseveltWayProject.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 [6718RooseveltWayProject@earlyDRoutreach.com](mailto:6718RooseveltWayProject@earlyDRoutreach.com).



### ADDITIONAL PROJECT DETAILS

**Project Address:**  
6718 Roosevelt Way NE, Seattle WA 98115  
**Contact:** Natalie Quick

**Applicant:** High Street Northwest Development Inc.

**Additional Project Information on Seattle Services Portal via the Project Address:**  
6718 Roosevelt Way NE

**Project Email:**  
6718RooseveltWayProject@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: 6718 Roosevelt Way Project

## Poster Mailing Details

DISTRIBUTION DATE: September 09, 2021

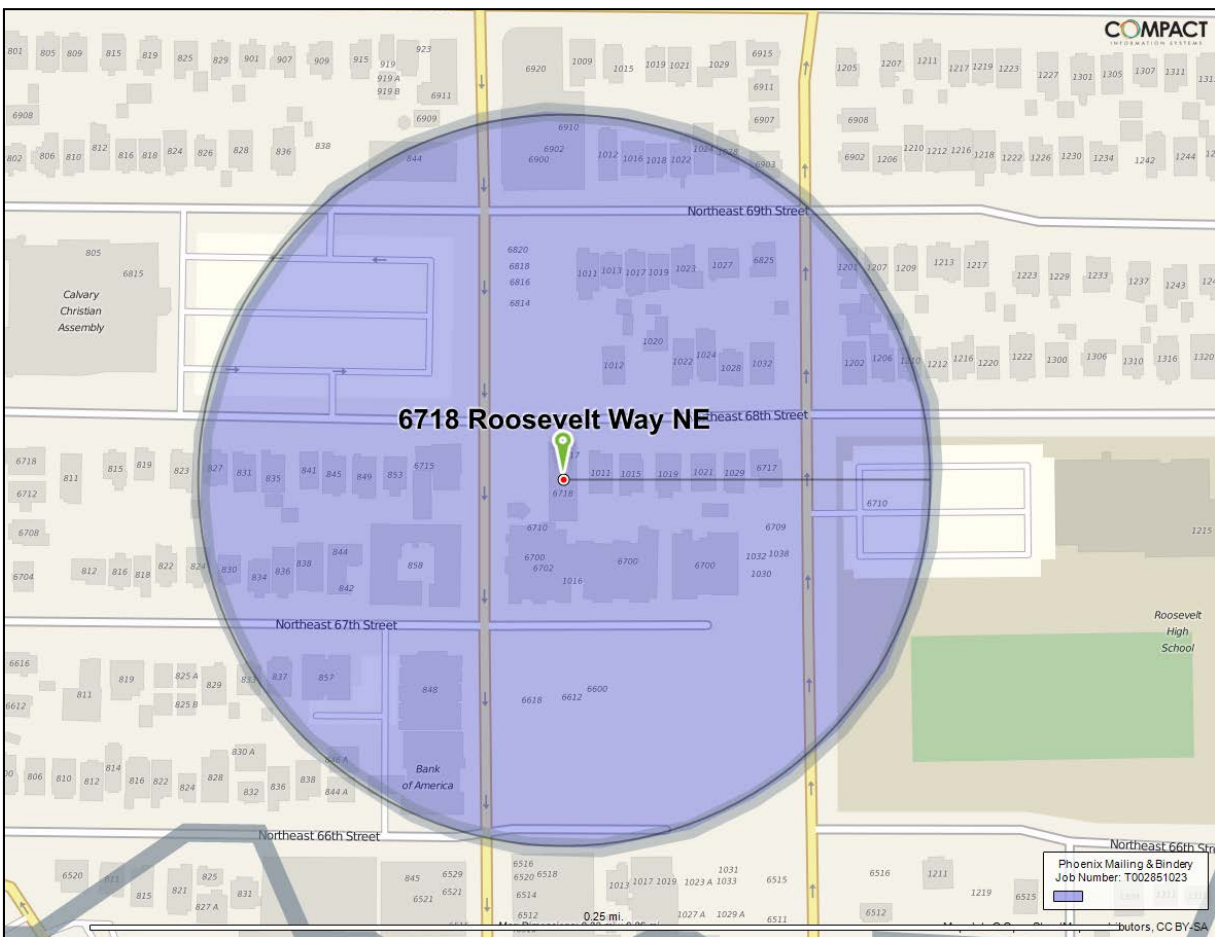
---

<b>Project Address:</b>	6718 Roosevelt Way NE, Seattle, WA 98115
<b>Brief Description:</b>	This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	High Street Northwest Development Inc
<b>Contact Information:</b>	6718RooseveltWayProject@earlyDRoutreach.com
<b>Type of Building:</b>	Multifamily
<b>Neighborhood:</b>	Roosevelt
<b>In Equity Area</b>	No

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The project flyer was shared with **689 businesses and residents** within a **500-foot radius** of the project addresses of 6718 Roosevelt Way. A map detailing the mailing radius and invoice confirming delivery follows.

### MAILING MAP



**MAILING INVOICE**

**INVOICE # 38104**

# Phoenix Mailing LLC

3213 W Wheeler St #731  
Seattle, WA 98199  
206 915-6696

**DATE**

**BILL TO**

NATALIE QUICK CONSULTING  
3847 76TH AVE SE  
MERCER ISLAND, WA 98040

**FOR**

6718 Roosevelt Way NE Seattle, WA  
98115 MAPPING AND LIST

**Details**

**688**

MAP AREA WITHIN 500 FEET OF:

6718 Roosevelt Way NE Seattle, WA 98115.

PURCHASE LIST AND EMAIL TO CLIENT  
REPRESENTATIVE

LISA KIDWELL

\$134.00

SUBTOTAL \$134.00

TAX RATE 10.10%

OTHER \$0.00

TOTAL \$147.53

Make all checks payable to Phoenix Mailing LLC

If you have any questions concerning this invoice, use the following contact information:

Contact Name, Phone Number, Email

**THANK YOU FOR YOUR BUSINESS!**

## MAILING CONFIRMATION



Lisa Kidwell <lisakidwell@preciselywrite.biz>

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### mailing confirmation 6718 Roosevelt Way NE Project

2 messages

**Lisa Kidwell** <lisakidwell@preciselywrite.biz>

Thu, Sep 9, 2021 at 5:25 PM

To: General Email <info@mmpunions.com>, Ron Minuteman Press <csr@mmpunions.com>

Cc: Kate Nolan <katenolan1000@gmail.com>

Bcc: Lisa Kidwell <lisakidwell@preciselywrite.biz>

Hi Ron,

Would you mind replying to this email that the flyers were mailed for the project located at 6718 Roosevelt Way NE on 9/9/21?

We need to have the address in the body of the email. I know that you had replied on the email chain on our order to print and mail the flyers but this will make it easier for the people who need to make sure our documentation is in order.

Thank you so much!

Respectfully,

Lisa Kidwell

Cell (253) 202-6734

[lisakidwell@preciselywrite.biz](mailto:lisakidwell@preciselywrite.biz)

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**Customer Service** <CSR@mmpunions.com>

Fri, Sep 10, 2021 at 8:05 AM

To: Lisa Kidwell <lisakidwell@preciselywrite.biz>

Cc: Kate Nolan <katenolan1000@gmail.com>, Minuteman Press Seattle <info@mmpunions.com>

Hi Lisa,

The flyers for the project located at [6718 Roosevelt Way NE](#) were mailed on 9/9/21.

Thank you,

-Ron

*Please reply all.*

**MMPUNION.COM**

[2960 4TH AVE S, STE 112](#)

[SEATTLE, WA 98134-1203](#)

M—F 9am—5pm

T. 206.464.0100

[Quoted text hidden]

# 6718 Roosevelt Way Project

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

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#### *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*

## Project Website: 6718 Roosevelt Way NE | WEBSITE TEXT

Website: [www.6718RooseveltWayProject.com](http://www.6718RooseveltWayProject.com)

---

<b>Project Address:</b>	6718 Roosevelt Way NE, Seattle, WA 98115
<b>Brief Description:</b>	This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	High Street Northwest Development Inc
<b>Contact Information:</b>	6718RooseveltWayProject@earlyDRoutreach.com
<b>Type of Building:</b>	Multifamily
<b>Neighborhood:</b>	Roosevelt
<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.

This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.

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.

6718 Roosevelt Way NE Project  
6718 Roosevelt Way NE, Seattle WA 981115

**LINKS:** Email- 6718RooseveltWayProject@earlyDRoutreach.com

### TAB: PROJECT OVERVIEW

**TEXT:** This outreach is part of the City of Seattle's required outreach for design review, September 2021.  
6718 Roosevelt Way NE Project

This outreach is part of the City of Seattle’s required outreach for design review.  
October 2021

**Project Team:**

Developer: High Street Residential

**Project Vision:**

The Roosevelt Assemblage project is a transit-oriented development that includes construction of a seven-story residential building with approximately 240 apartment units.

Ground-floor retail will front Roosevelt, and amenity uses will front both Roosevelt and 68<sup>th</sup>. Parking will be provided below grade with access from 68<sup>th</sup>. The scale and character of the building is envisioned to blend into the established neighborhood while also offering a distinct design for its residents.

**Project Timeline:**

Permitting:	Now-2023
Construction Starting:	2023
Construction Completion:	2025

Zoning

Site Context

Preliminary Site Plan

Past Projects

**IMAGES:** Zoning  
Site Context  
Preliminary Site Plan  
Past Projects

**LINK:** none

**PAGE URL:** [www.6718RooseveltWayProject.com/project-overview](http://www.6718RooseveltWayProject.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.6718RooseveltWayProject.com/flyer](http://www.6718RooseveltWayProject.com/flyer)



**TAB: SURVEY**

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

**LINK:** [6718 Roosevelt Way NE Survey Click Here](#)

**PAGE URL:** [www. 6718RooseveltWayProject.com/survey](http://www.6718RooseveltWayProject.com/survey)

**TAB: COMMENTS**

**TEXT:** **Provide comments here.**

Hello and thank you for visiting our 6718 Roosevelt Way NE 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.

Name \*

First Name

Last Name

Email \*

Message \*

Send

**LINKS:** Email- [6718RooseveltWayProject@earlyDRoutreach.com](mailto:6718RooseveltWayProject@earlyDRoutreach.com)

**PAGE URL:** [www. 6718RooseveltWayProject.com/comments](http://www.6718RooseveltWayProject.com/comments)

## WEBSITE IMAGES

### 6718 Roosevelt Way NE 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.

### 6718 Roosevelt Way NE, Seattle

This project proposes construction of a 6-7 story multi-family building with approximately 240 new homes, ground-level retail and streetscape improvements. Existing structures will be demolished.

[Learn More](#)

**Contact us.**

## WEBSITE ANALYTICS

# 6718 Roosevelt Way NE Project

## Website Analytics

### Traffic

Last 30 Days

\$ USD

VISITS

135

+100% mo/mo

BOUNCE RATE

54.81%

+100% mo/mo

UNIQUE VISITORS

128

+100% mo/mo

PAGE VIEWS

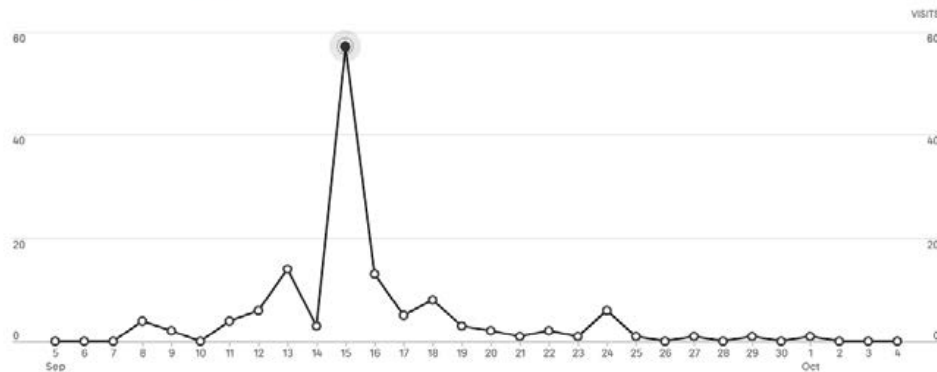
253

+100% mo/mo

### Visits

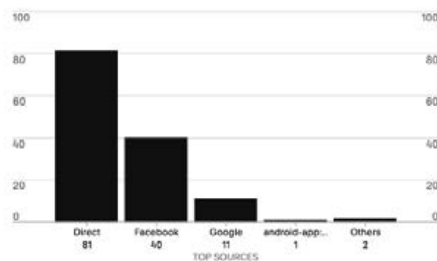
Sep 5 - Oct 4, 2021 • 135 Total • +100% mo/mo

Daily

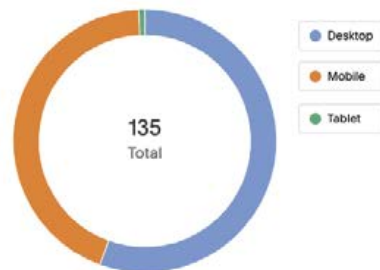


### Top Sources by Visits

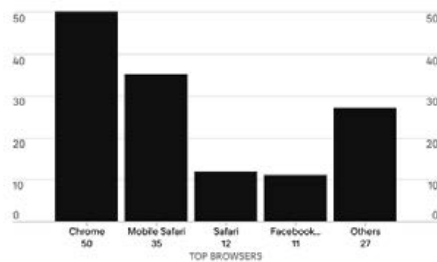
VIEW SOURCES



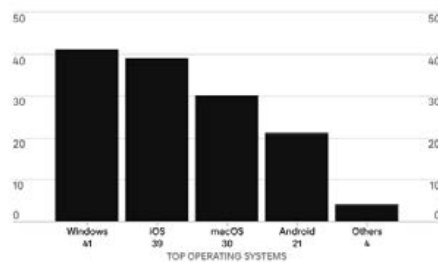
### Top Devices by Visits



### Top Browsers by Visits



### Top Operating Systems by Visits



# 6718 Roosevelt Way Project

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- *Mailing Area Details*
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## Community Outreach: 6718 Roosevelt Way Project

### Comment Summary

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<b>Contact Information:</b>	6718RooseveltWayProject@earlyDRoutreach.com
<b>Type of Building:</b>	Multifamily
<b>Neighborhood:</b>	Roosevelt
<b>In Equity Area</b>	No

---

#### Comment Total:

- From Website: 2
- From Email: 0
- From Survey:

#### Design-Related Comments

- **Design & Character.** 44 percent of survey respondents noted that relationship to neighborhood character is most important to them about the design of the property; 39 percent said attractive materials; 39 percent said room for open space; 33 percent said interesting and unique design and 28 percent said parking. Numerous respondents encouraged a strong design concept with thoughtful urban character and high-quality, attractive materials; utilizing architecture that fits well within the neighborhood, ages well and is respectful to the original feel/style, including brick or unique/funky architectural elements; considering future growth/expansion; promoting a healthy, active, walkable and vibrant urban environment; paying extra consideration to materials at street-level; and having beautiful exterior finishes that do not include Hardie board. One respondent noted that the clean design on the project across Roosevelt is an excellent example and that the big black ugly building with colored panels is not.
- **Exterior.** 74 percent of survey respondents said landscaping is the most important consideration for the exterior of the property; 53 percent said lighting and safety features; 47 percent said seating options and places to congregate; and 21 percent said bike parking. Respondents encouraged having a well-landscaped, unique and community-oriented public space, accessible sidewalks, non-hostile architecture, as much public common area as possible, wide sidewalks that are well-maintained, street trees healthy enough to become tall, and open spaces for people to site and meet. Another respondent encouraged making sure street corners meet street-level for bicyclists. One respondent noted that cars sometimes go the wrong way on 12<sup>th</sup> so a concrete planter would be wise and that cars should be slowed down as the crosswalk is dangerous. Other respondents encouraged accessibility improvements and keeping both sides of NE 68<sup>th</sup> green and shady, and encouraged a publicly accessible green rooftop.
- **Sustainability.** A few respondents encouraged using sustainable materials and aiming for green building certifications.
- **Scale.** A few respondents encouraged the least amount of obstructive construction as possible and another encouraged not blocking the view of those immediately south of the project.

### Non-Design-Related Comments

- **Retail.** 87 percent of survey respondents said they are most interested in new restaurants or bars for this location; 44 percent said new stores for shopping and 38 percent said new places for coffee or breakfast. When visiting an office, restaurant or retailer, 61 percent of survey respondents said a sense of openness and natural light inspires them to return; 56 percent said thoughtful design that is open and welcoming; 56 percent said local businesses / small businesses; 44 percent said great people and service; 33 percent said calm, restful places to reflect and relax; 28 percent said color and materials used in design; and 17 percent said bustling, exciting energy. Respondents encouraged any nice, viable local shops or restaurants and small businesses and having affordable rents, while others encouraged something that gives back to the community like a local food bank. One respondent encouraged providing one large commercial space versus breaking it up into smaller spaces.
- **Affordability.** A few respondents encouraged having MFTE/IZ affordable units for lower income residents.
- **Units.** A few respondents encouraged maximizing the number of units overall, providing a range of unit types/amenities including some units 2+ bedroom multi-story lofted units/walk-ups and keeping the property open-concept with individual balconies. Other respondents encouraged utilizing condo or townhome ownership options.
- **Parking.** Several respondents noted parking is crucial and should be provided since this is an owner-occupied residential area. Others noted parking should be lower priority due to the close proximity to the light rail station.
- **Safety & Security.** A few respondents noted that making the space safe and welcoming and having lights at night is important. Another encouraged activation of the area with businesses that put eyes on the street most hours of the day.
- **Construction Impacts.** A few respondents noted that the project should be made quickly as there is so much construction in the area it is making the area unpleasant.
- **Demand.** One respondent questioned noted there is no guarantee it will fill up in the new “work from home” era.
- **Amenities.** One respondent noted they appreciate providing dog and hygiene space to protect plants on the street.

### Miscellaneous

- **Opposed.** One respondent noted that all new buildings suck, they don't value most of the buildings that have been built in the Roosevelt neighborhood and questioned why this is needed.
- **Support.** One respondent noted they trust the team to make the best decisions and another welcomed the project to the neighborhood.

# 6718 Roosevelt Way NE Project Survey

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Thank you for taking the time to complete our survey for the **6718 Roosevelt Way NE** project!

This project proposes construction of a six- to seven-story multi-family building with approximately 240 new homes, ground-level retail, and street improvements. Existing structures will be demolished. We would like to hear your thoughts on our vision and approach for this project.

This survey will be open from September 11, 2021 to October 2, 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
- ☐ Relationship to Neighborhood Character
- ☐ Room for Open Space
- ☐ 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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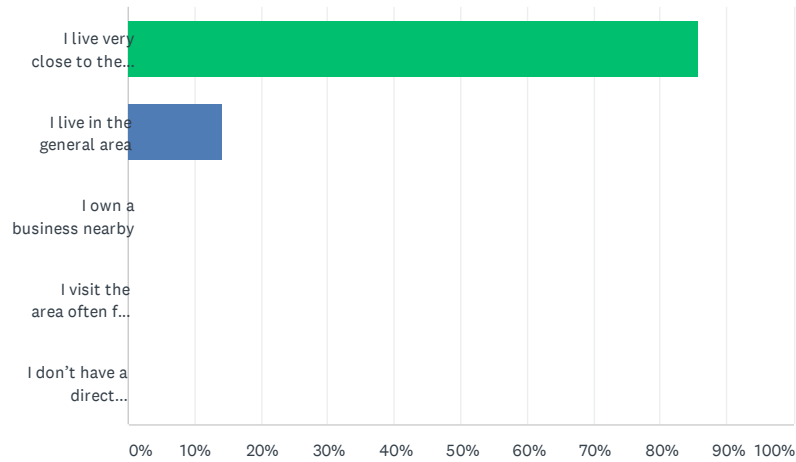
FORM SUBMITTED PAGE

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 the project address (6718 Roosevelt Way NE) 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 [6718RooseveltWayProject@earlyDRoutreach.com](mailto:6718RooseveltWayProject@earlyDRoutreach.com).

6718 Roosevelt Way NE Project Survey

## Q1 What is your connection to this development project?

Answered: 21 Skipped: 0

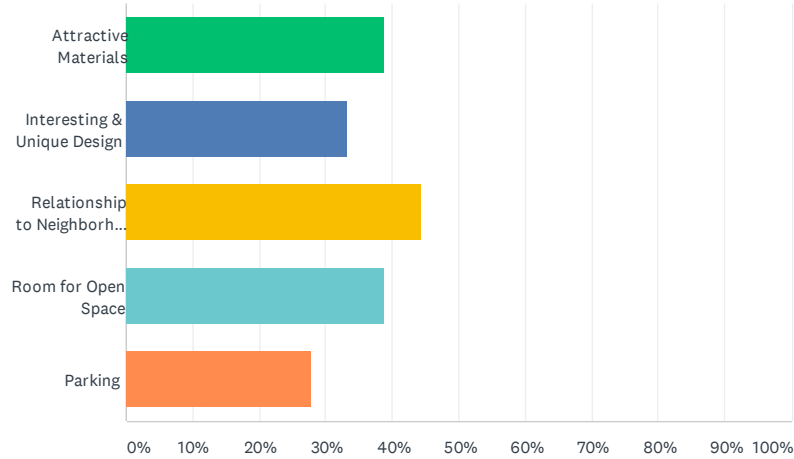


ANSWER CHOICES		RESPONSES	
I live very close to the project		85.71%	18
I live in the general area		14.29%	3
I own a business nearby		0.00%	0
I visit the area often for work or leisure		0.00%	0
I don't have a direct connection, but I follow growth and development in Seattle		0.00%	0
Total Respondents: 21			
#	OTHER (PLEASE SPECIFY)	DATE	
1	Also, manage Strada67 @ 6619 Roosevelt wy NE	9/17/2021 6:58 PM	

6718 Roosevelt Way NE Project Survey

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

Answered: 18 Skipped: 3



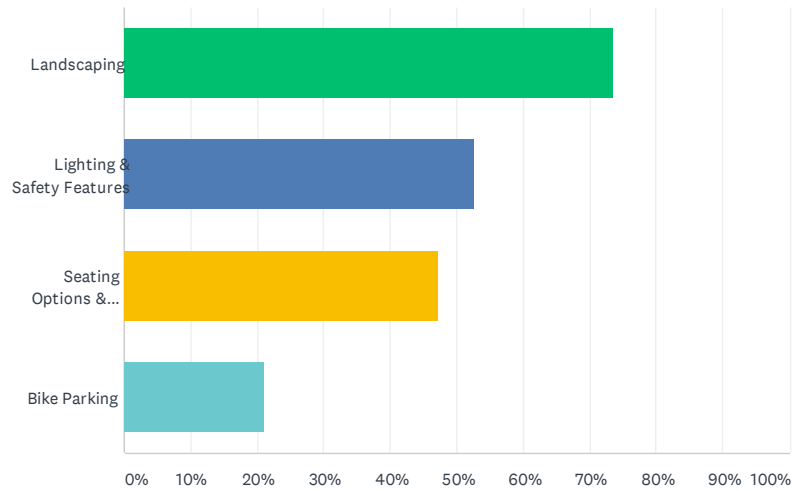
ANSWER CHOICES	RESPONSES	
Attractive Materials	38.89%	7
Interesting & Unique Design	33.33%	6
Relationship to Neighborhood Character	44.44%	8
Room for Open Space	38.89%	7
Parking	27.78%	5
Total Respondents: 18		

#	OTHER (PLEASE SPECIFY)	DATE
1	Sustainable materials and pedestrian friendly ground level design	9/25/2021 9:10 PM
2	AFFORDABLE FUCKING UNITS! NOT SEATTLE AFFORDABLE. REGULAR AFFORDABLE. 90s AFFORDABLE. NO MORE FOR PROFIT APARTMENTS!!!!	9/19/2021 6:39 PM
3	thoughtful urban character with a strong design concept	9/15/2021 3:46 PM
4	and all of the above -- parking is crucial	9/15/2021 1:35 PM
5	Maximizing number of units overall, higher percentage of MFTE/IZ units	9/14/2021 6:05 PM
6	New buildings suck. Go away.	9/13/2021 8:48 PM
7	Parking at this property should be a low priority due to its very close proximity to the light rail station	9/13/2021 10:18 AM

6718 Roosevelt Way NE Project Survey

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

Answered: 19 Skipped: 2



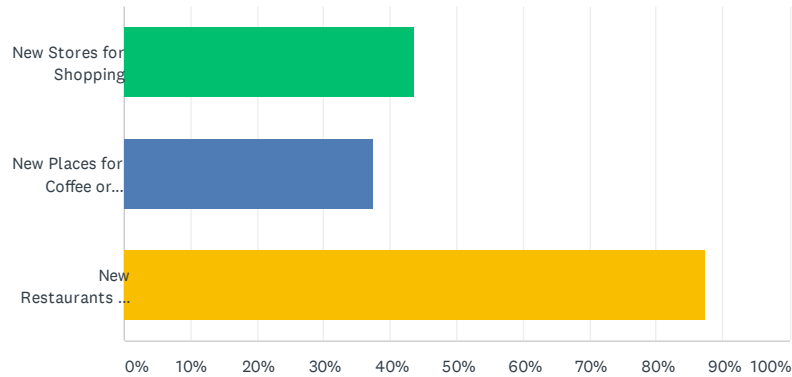
ANSWER CHOICES	RESPONSES	
Landscaping	73.68%	14
Lighting & Safety Features	52.63%	10
Seating Options & Places to Congregate	47.37%	9
Bike Parking	21.05%	4
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	As much public commons as possible. Roof access for neighborhood	9/19/2021 6:39 PM
2	...	9/17/2021 6:58 PM
3	Not blocking the view of those immediately south of the project	9/15/2021 9:26 AM
4	That you quit wasting materials and land space for your dumb rich man projects	9/13/2021 8:48 PM
5	accessible sidewalks, non-hostile architecture. let people fuckin sit!	9/13/2021 4:42 PM
6	Extra consideration should be given to the quality of materials at the street level	9/13/2021 10:18 AM

6718 Roosevelt Way NE Project Survey

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

Answered: 16 Skipped: 5



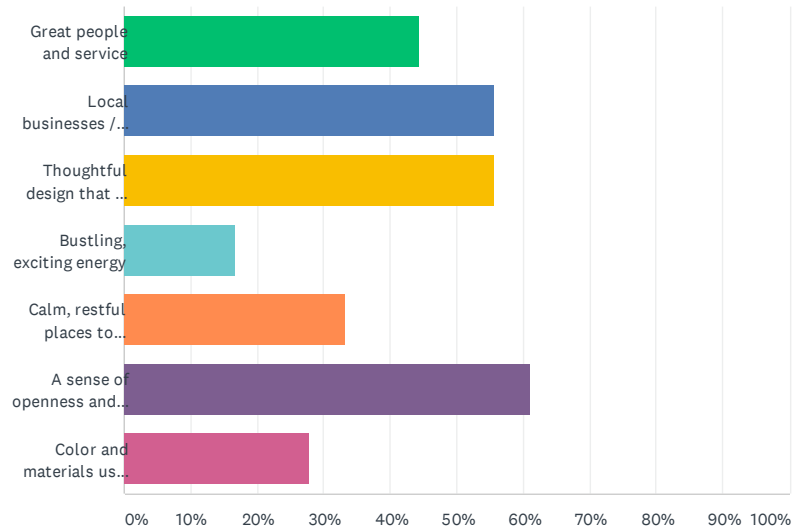
ANSWER CHOICES	RESPONSES
New Stores for Shopping	43.75% 7
New Places for Coffee or Breakfast	37.50% 6
New Restaurants or Bars	87.50% 14
Total Respondents: 16	

#	OTHER (PLEASE SPECIFY)	DATE
1	Places that actually open and don't sit empty because the owner isn't making enough profit	9/19/2021 6:39 PM
2	Shopping first and then bars	9/17/2021 1:30 PM
3	anything viable.	9/15/2021 3:46 PM
4	No opinion	9/15/2021 1:45 PM
5	retail rents aren't so expensive that there are no store or shops or cafes	9/15/2021 1:35 PM
6	How about something that gives back to the community like a food bank	9/13/2021 8:48 PM

6718 Roosevelt Way NE Project Survey

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

Answered: 18 Skipped: 3



ANSWER CHOICES	RESPONSES	
Great people and service	44.44%	8
Local businesses / small businesses	55.56%	10
Thoughtful design that is open and welcoming	55.56%	10
Bustling, exciting energy	16.67%	3
Calm, restful places to reflect and relax	33.33%	6
A sense of openness and natural light	61.11%	11
Color and materials used in design	27.78%	5
Total Respondents: 18		

#	OTHER (PLEASE SPECIFY)	DATE
1	Nothing is inspiring about capitalism	9/19/2021 6:39 PM
2	pretty much all of the above except for bustling	9/15/2021 1:35 PM
3	When they put good back into the community without ripping people off for their own gain	9/13/2021 8:48 PM
4	Additionally, commercial spaces should be sized appropriately for the intended use. Please give consideration to providing 1 large commercial space vs breaking it up to 2 or three smaller commercial spaces	9/13/2021 10:18 AM

6718 Roosevelt Way NE Project Survey

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

Answered: 20 Skipped: 1

#	RESPONSES	DATE
1	Prioritizing more units over parking. Roosevelt is so connected by transit we shouldn't be adding more cars to the mix.	9/25/2021 9:10 PM
2	Creating spaces that are respectful of the original neighborhood feel, not just the "new" feel of the last 5-7 years.	9/19/2021 8:15 PM
3	AFFORDABLE FUCKING HOUSING. PUBLIC OWNERSHIP OF BUILDING. AND YES, AGAIN, AFFORDABLE FUCKING HOUSING. ACCESS TO THE FUCKING SIDEWALK!	9/19/2021 6:39 PM
4	The least amount of obstructive construction as possible	9/19/2021 9:40 AM
5	A design that considers future growth and expansion.	9/17/2021 7:43 PM
6	I honestly don't value most of the buildings that have been built in the Roosevelt neighborhood	9/17/2021 6:58 PM
7	Made quickly. There is so much construction in the area that seems never ending. As pandemic forces people to work at home, it is honestly making this area unpleasant to live in, especially when the construction affects traffic.	9/17/2021 1:30 PM
8	I live 4 blocks away, and love walking and shopping in Roosevelt. I value a project with wide sidewalks that are well maintained, and street trees that are healthy enough to become tall. I welcome developments that can provide a range of unit types and provide good amenities to their residents. I also appreciate developments that provide their own dog hygiene space so that plants along the streetscape can have a chance to live. I hope this project will be nice to walk past on my way to the station.	9/15/2021 3:46 PM
9	More housing for more people.	9/15/2021 1:45 PM
10	a sense of architectural perspective for the neighborhood, ATTRACTIVE exteriors, open space for landscapes and places to sit/meet . I'd like to see more condo/townhome ownership options vs rentals.	9/15/2021 1:35 PM
11	Developments that promote a healthy, active and vibrant urban environment that is safe and welcoming and encourages walkable neighborhoods.	9/15/2021 12:56 PM
12	Aesthetics, not impacting existing parking by providing adequate parking for new building residents.	9/15/2021 12:41 PM
13	Open Space - we NO LONGER HAVE ANY.	9/15/2021 9:26 AM
14	Maximizing number of residential units, accessibility improvements within immediate vicinity of property (e.g. bike/pedestrian accessibility and safety, better lighting, etc. given lack of traffic lights). Also prioritize on sidewalks/plant trees and make sure street corners meet street level for bicyclists.	9/14/2021 6:05 PM
15	Nice local shops and lights at night	9/13/2021 9:00 PM
16	No one cares about new buildings. Go away.	9/13/2021 8:48 PM
17	Affordable housing	9/13/2021 5:16 PM
18	apartments with reasonable rent for lower income folks, restaurants	9/13/2021 4:42 PM
19	High quality architecture that will fit in with the neighborhood and age well. Refer to Lucille apartments as an exemplar	9/13/2021 10:18 AM
20	Demographics of the new residents	9/12/2021 9:40 PM

6718 Roosevelt Way NE Project Survey

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

Answered: 16 Skipped: 5

#	RESPONSES	DATE
1	Sometimes I see cars go the wrong way on 12th so maybe a concrete planter or something to protect pedestrians when those cars swerve? I've seen it happen a few too many times it worries me.	9/25/2021 9:10 PM
2	This 'original' neighborhood is known for its unique style - crystals, vegan bakeries, weird hippy shit. Please don't let the neighborhood lose this! It feels like the soul of the neighborhood is slowly dying to hardie board and obnoxious color choices. Brick is cool, unique architectural elements, and maybe funky tiles would be a nice touch. Get creative! Like out-of-the-box creative.	9/19/2021 8:15 PM
3	Crosswalk is a death trap. Slow cars down with some sort of speed reducing design	9/19/2021 6:39 PM
4	Keep the property open-concept and made from sustainable materials.	9/17/2021 7:43 PM
5	This neighbourhood has become less desirable over the last few years. It has brought a lot of people in and traffic and parking have become worse. Crime is up. The buildings in this area have had an increase in break-ins(police are relatively useless when it comes to those. More unfriendly people that are immature and/or Developmentally arrested. My partner and I are trying to get out of here. With the train opening it's only going to get worse! Developers are the ones that benefit the most from all of this and not ONE SINGLE DEVELOPER LIVES IN ANY OF THE NEIGHBORHOODS THEY BUILD IN!!!!!!!!!!!!!! Zero empathy from the city! It's just a shit show out here for those of us on the front lines. I'd bet not one of you that read this survey live in any of the areas being impacted by this overwhelming development in seattle. NIMBY's(Not In My Back Yard)	9/17/2021 6:58 PM
6	Parking in this area is such a headache, parking options would be my main priority	9/17/2021 1:30 PM
7	The clean design of the project across Roosevelt to the west is an excellent example of a design to strive for. The ugly pseudo-traditional brick project to the north, not.	9/15/2021 3:46 PM
8	N/a	9/15/2021 1:45 PM
9	You are building in an owner-occupied residential area. You should provide parking, beautiful exterior finishes, and any other accommodations to keep this area feeling like a neighborhood.	9/15/2021 1:35 PM
10	Make it attractive and make the sidewalks nice and wide and well landscaped if possible.	9/15/2021 12:56 PM
11	Please don't make it a big ugly black building with colored panels like Vida apartments.	9/15/2021 12:23 PM
12	Yes. I live just south of this proposed monstrosity. In a 5-story building that will be overtopped by two stories immediately in front of us. The buildings around are hardly at capacity and there's a huge development one block to the south, Cedar Crossing. WHY DO WE NEED THIS???? I mean, other than your profits???	9/15/2021 9:26 AM
13	Minimal disruption to existing pedestrian/bike routes is especially important given proximity to the light rail station on the eastern side of this development.	9/14/2021 6:05 PM
14	.	9/13/2021 9:00 PM
15	We're not impressed. You're annoying and greedy.	9/13/2021 8:48 PM
16	This property will be less than a block from the new light rail station, so highest priority should be given to residents who prefer public transit	9/13/2021 10:18 AM



6718 Roosevelt Way NE Project Survey

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

Answered: 17 Skipped: 4

#	RESPONSES	DATE
1	I trust you to make the best decisions	9/25/2021 9:10 PM
2	Not using hardie board. Creating unique and community-oriented public spaces. Please give people individual balconies. Roosevelt is going to be bustling soon with the opening of the new station and having the ability to look down and be apart of the street life from above is significant (think Italian streets).	9/19/2021 8:15 PM
3	AFFORDABLE FUCKING HOUSING	9/19/2021 6:39 PM
4	Parking, spaces for people to congregate, and a relaxing atmosphere.	9/17/2021 7:43 PM
5	Build it somewhere else!!!!	9/17/2021 6:58 PM
6	Adding parking and making construction as fast as possible	9/17/2021 1:30 PM
7	Great amenity spaces for tenants, intense market research as to how to get viable retail tenants. Not sure we need more coffee shops. Would love it if you could secure a retail tenant before full buildout.	9/15/2021 3:46 PM
8	If you are going to do "retail below" (a failed model, frankly) PLEASE keep retail rents at a level that local small businesses can actually afford. We have a lot of empty retail space in this area already.	9/15/2021 1:35 PM
9	Safety, activation of the area with businesses that put eyes on the street at most hours of the day.	9/15/2021 12:56 PM
10	Quality construction and materials.	9/15/2021 12:41 PM
11	That it should not be built at all. There are enough monster blocks of buildings here already.	9/15/2021 9:26 AM
12	Strongly prioritize MFTE/IZ units to allow more people to move into the neighborhood given continuing development due to light rail and opening of East Link in 2023 for Eastside commuters. Sidewalks are also narrow on a number of streets in this area but both street trees and both good lighting on the ground and above the street would be very strongly appreciated. Commercial properties on lower levels of the building should also reflect the nature of the neighborhood: no large retailers, prioritize small businesses of the type lacking in the neighborhood, help to attract a more diverse cohort of residents in this part of North Seattle.	9/14/2021 6:05 PM
13	.	9/13/2021 9:00 PM
14	Give the units to people in need, you gross humans	9/13/2021 8:48 PM
15	Efficient design	9/13/2021 5:16 PM
16	Good architectural design will go a long way in making this building successful. Low quality materials that do not age well such as fiber cement panels should be avoided for any street facing facades. Emphasize the use of brick in highly visible areas.	9/13/2021 10:18 AM
17	Improving safety	9/12/2021 9:40 PM

## 6718 Roosevelt Way NE Project Survey

### Q9 Anything else you'd like to add?

Answered: 11 Skipped: 10

#	RESPONSES	DATE
1	Please, again, for the love of god, do not use hardie board. Please. Amen. Please.	9/19/2021 8:15 PM
2	I think you know what I'm going to add. AFFORDABLE HOUSING PLEASE!!! \$2000 studios are a scam	9/19/2021 6:39 PM
3	The City of Seattle is poorly run. The left hand doesn't talk to the right hand! City council live in a bubble! The people that make decisions that seriously impact people's lives in their communities don't actually live in those neighbourhoods! It's a sad state of affairs!	9/17/2021 6:58 PM
4	Hope this building isn't built with cheap exteriors like some of the new "additions" to the neighborhood.	9/15/2021 1:35 PM
5	Welcome to the neighborhood.	9/15/2021 12:56 PM
6	This is just an ugly money-grab. There are already a number of unfinished large projects in the area, and those that are finished are not close to capacity. And in the new "work-from-home" era you have no guarantee that this will fill up. It's billed at 240 'homes' but in that space it's only going to be small apartments. Where would families live? Are there policies in place to keep it from going all Air BnB? Other than proximity to the new light rail station, WHY IS THIS BEING BUILT??? The neighborhood is already being blocked off by massive structures.	9/15/2021 9:26 AM
7	Trees! Trees! Trees! Aside from Huletz, this side of NE 68th is really nice because of all the greenery. I'm not too concerned with how well this building "fits in" but consideration should be given to keeping both sides of NE 68th relatively green but also shady and maybe a green rooftop of sorts as well.	9/14/2021 6:05 PM
8	.	9/13/2021 9:00 PM
9	Think of others. The only person who cares about your project and your pocketbooks is you. That's the issue. Self-reflect and consider your impact on this planet and in communities. I'm sure you don't even live in this community. You just saw an opportunity to get rich off of others. Icky. Icky people. Do better.	9/13/2021 8:48 PM
10	the apartments need to be rent controlled if you insist on building there.	9/13/2021 4:42 PM
11	I strongly support the addition of walk-up residential units. Consider making each or some of these units 2+ bedroom multi-story lofted units. Also aim to achieve LEED, BuiltGreen, Passivehaus, or other green building certification for this project	9/13/2021 10:18 AM

## **PROJECT EMAILS/COMMENTS**

10/4/2021

Mail - 6718 Roosevelt Way Project - Outlook

### **Form Submission - New Form**

Squarespace <form-submission@squarespace.info>

Wed 9/15/2021 12:31 PM

To: 6718 Roosevelt Way Project <6718rooseveltwayproject@earlydroutreach.com>

Sent via form submission from [6718 Roosevelt Way NE Project](#)

**Name:** jeff Sievers

**Email:** jeffsievers@gmail.com

**Message:** Please provide parking

10/4/2021

Mail - 6718 Roosevelt Way Project - Outlook

### Form Submission - New Form

Squarespace <form-submission@squarespace.info>

Wed 9/15/2021 2:07 PM

To: 6718 Roosevelt Way Project <6718rooseveltwayproject@earlydroutreach.com>

Sent via form submission from [6718 Roosevelt Way NE Project](#)

**Name:** Riley Labrecque

**Email:** rileylabrecque@gmail.com

**Message:** It should be taller.