

2401 NW MARKET ST PROJECT

CITY OF SEATTLE

REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW

OUTREACH DOCUMENTATION

**With Updated Requirements Via Ordinance #126072*

PROJECT NUMBER: #3039184-EG

Table of Contents

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

2. Detailed Checklist of Early Community Outreach for Design Review

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

Initial Planning and DON Communication

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

Printed Outreach: Direct Mail

- *Project Poster*
- *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*

Submitted by:

Natalie Quick Consulting

natalie@nataliequick.com | 206.779.0489

MARCH 2022

2401 NW Market St Project

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

Project Address:	2401 NW Market St, Seattle, WA 98107
Brief Description:	This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.
Contact:	Natalie Quick
Applicant:	Deal Investments, LLC
Contact Information:	2401NWMarketStProject@earlyDRoutreach.com
Type of building:	Multi-Family
Neighborhood:	Ballard
In Equity Area:	No

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 500 residences and businesses and shared with 5 neighborhood community groups. Poster, details on distribution and list of community groups who received the poster via email are in Appendix A.
- *Date completed:* February 22, 2022

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:* February 22, 2022

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:* February 22, 2022

What We Heard From the Community

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

Design-Related Comments

- **Design.** When asked what is most important to them about a new building on the property, 69 percent of survey respondents said relationship to neighborhood character; 37 percent said environmentally-friendly features; 30 percent said attractive materials; 30 percent said interesting/unique design; and 22 percent said parking. Numerous respondents encouraged the project team to respect the character/history of the neighborhood through thoughtful design/quality materials such as brick that match the character/charm of the neighborhood's original buildings, keeping the project authentic, and respecting the feel of old Ballard and its Scandinavian roots. Others suggested incorporating references to Market Arms into the new construction. A few respondents encouraged visually-interesting design with vibrancy/colors. Several noted that this is on an anchoring corner that bridges modernity/industry, is a gateway to Olympics views/public water access, and pushes boundaries between residential/retail/the Ship Canal, and expressed hopes that the location will be an asset in every way. One respondent encouraged the project team to find an appropriate rhythm, scale and proportion acknowledging the intersection as the gateway to downtown Ballard.
- **Exterior.** When asked what the most important consideration is for designing exterior space, 50 percent of survey respondents said landscaping; 48 percent said lighting/safety features; 44 percent said seating options/places to congregate; and 16 percent said bike parking. Numerous respondents encouraged having open community public places with setbacks that allow for increased sidewalk, outdoor patio or courtyard space. Others encouraged public art/murals, wayfinding signs and having well-designed elements that mesh with surroundings. Several respondents referenced the project's proximity to the Burke Gilman Trail and encouraged the team to keep that in mind with design. One respondent encouraged making the project accessible.
- **Height & Scale.** Several respondents encouraged keeping the building below five or six stories and expressed concern about views being obstructed or height creating a canyon effect.
- **Sustainability.** One respondent encouraged making the project environmentally friendly.

Non-Design-Related Comments

- **Retail.** When asked what retail components respondents were most interest in for this location, 64 percent said new restaurants or bars; 61 percent said new places for coffee or breakfast; and 38 percent said new stores for shopping. When visiting a building, office, restaurant or retailer, 69 percent of survey respondents of respondents said they were most interested in local businesses/small businesses; 50 percent said a sense of openness/natural light; 46 percent said great people/service; 45 percent said thoughtful design that is open/welcoming; 23 percent said bustling, exciting energy; 33 percent said calm, restful places to rest/relax; 23 percent said color/materials used in design; and 19 percent said bustling, exciting energy. Numerous respondents encouraged affordable spaces for unique, small, local businesses/services like restaurants, cafes or repair shops and avoiding corporate chains/trendy businesses; others encouraged keeping 8 oz. Burger or Market Arms.
- **Affordability.** Numerous respondents encouraged affordable housing so the working-class can live close to where they work.
- **Parking.** Numerous respondents expressed concerns about parking and encouraged the team to include enough for all building residents. Others expressed concerns about lack of access from the arterial. One encouraged shifting away from cars /parking.
- **Safety.** Many respondents encouraged the project team put security measures in place to ensure the safety of tenants and customers given crime and drug activity in the neighborhood. Another respondent noted that it will be important to keep public spaces secure and free of encampments when businesses are closed.
- **Units/Tenants.** Several respondents encouraged offering deck balconies and including extra space for a den/office. One expressed support for making units attractive for long-term residents and another expressed concern about tenants with short-term living goals. One noted that ground-floor leasing spaces don't enhance the street. Another encouraged having a rooftop balcony. Several respondents expressed support for the need for additional housing in Ballard and encouraged project density.
- **Impacts.** Several respondents encouraged the project team to consider how the project will impact the neighborhood in terms of noise, street closures and other interruptions during construction, and catering to the pedestrian experience after construction.
- **Traffic.** Several respondents noted this is a very busy corner and it will be important to account for lots of traffic in front of the building; others expressed concern about traffic mitigation given the multiple projects proposed for that intersection.
- **Sustainability.** One respondent encouraged talking to the owners of the building next door, who have taken great steps toward a more green and sustainable building.
- **Bicycle Parking.** One respondent encouraged including adequate bike parking.
- **Uses/Maritime.** One respondent noted this is a longtime cultural area of Ballard that needs to honor the maritime businesses neighboring it and not drive away the shoreline-dependent industry.

Miscellaneous Comments

- **Oppose.** Several respondents noted that longtime Ballard residents do not like or want this type of development that displaces people who make up the neighborhood as it has become a canyon of concrete with identical buildings and no parking.
- **Support.** Several respondents noted they support investment in this unique neighborhood, are excited to see this corner back in use and wish the team luck with the project.

2401 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	1/19/22	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	CHOICE: High Impact Direct mailing to all residences and businesses within approximately 500-ft radius of the proposed site Posters include all requirements in III.A	2/22/22	Poster mailed to 500 residences and businesses and shared with 5 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	CHOICE: High Impact Interactive project website with public commenting function.	2/22/22	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	CHOICE: High Impact Online survey	2/22/22	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"> • Include a brief summary of the proposal • Include the address of the project/property and the SDCJ number if available • Identify a project contact person • Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant • Include where any additional project information can be found (such as the Seattle Services Portal) • Include a statement informing the public that any information collected may be made public 	2/22/22	Copy of direct mailing poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall:	2/22/22	Survey and project website established. Checked for comments

		<ul style="list-style-type: none"> • Include a brief summary of the proposal • Include the address of the project/property and SDCK project number if available • Identify a project contact person • Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant • Include where any additional project information can be found (such as the Seattle Services Portal) • Be publicized on at least one printed outreach method • Be publicly available for a minimum of 21 days • Include a statement informing the public that any information collected may be made public 		daily. Website content and survey results featured in Appendix A.
VI.A.1.	Outreach Documentation	Summary	3/18/22	Outreach Plan copy included in Appendix A.
VI.A.2.	Outreach Documentation	Printed Material Documentation	3/18/22	See notation above for Print Outreach. Copies of poster and mailer distribution map to 500 residents and businesses included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation	3/18/22	See notation above for Digital Outreach. Website content and survey results included in Appendix A.

2401 NW Market St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Project Poster

- *Project Poster*
- *Poster Distribution Details*
- *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*



Early Outreach for Design Review Projects Blog

Department of Neighborhoods

Search Results for: 2401 NW Market 2401 NW Market St.

January 19, 2022 by [dearlyoutreach](#)

Address: 2401 NW Market St.

Project Address: 2401 NW Market St, Seattle, WA 98107

Brief Description: This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail.

Contact: Natalie Quick

Applicant: Deal Investments LLC

Contact Information: 2401NWMarketSTProject@earlyDRoutreach.com

Type of building: Multi-Family

Neighborhood: Ballard

In Equity Area: No

Filed Under: [Design Review Board Area](#), [Early Community Outreach for Design Review](#), [Multi-Family Northwest](#), [Type of Dwelling](#) Tagged With: [Ballard](#), [Multi-Family](#)

CATEGORIES

ARCHIVES

City of Seattle Design Review Required Outreach Outreach Plan | January 21st, 2022

Project Address:	2401 NW Market St, Seattle, WA 98107
Brief Description:	This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.
Contact:	Natalie Quick
Applicant:	Deal Investments, LLC
Contact Information:	2401NWMarketStProject@earlyDRoutreach.com
Type of Building:	Multi-Family
Neighborhood:	Ballard
In Equity Area	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 flyer and mail to residents and businesses within a 500-foot radius of the project. Flyers 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.

2401 NW Market St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Direct Mail

- *Project Poster*
- *Poster Distribution Details*
- *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*

Opportunity to Provide Online Input on the 2401 NW Market St Project

ABOUT THE PROJECT

This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.



SCAN ME

What: Let us know what you think! Visit our website at www.2401NWMarketStProject.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 2401NWMarketStProject@earlyDRoutreach.com



CITY OF SEATTLE REQUIRED OUTREACH FOR 2401 NW MARKET ST PROJECT

ADDITIONAL PROJECT DETAILS

Project Address:
2401 NW Market St, Seattle, WA 98107

Contact:
Natalie Quick

Applicant:
Deal Investments, LLC

Additional Project Information on Seattle Services Portal via the Project Number:
3039184-EG

Project Email:
2401NWMarketStProject@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: 2401 NW Market St Project

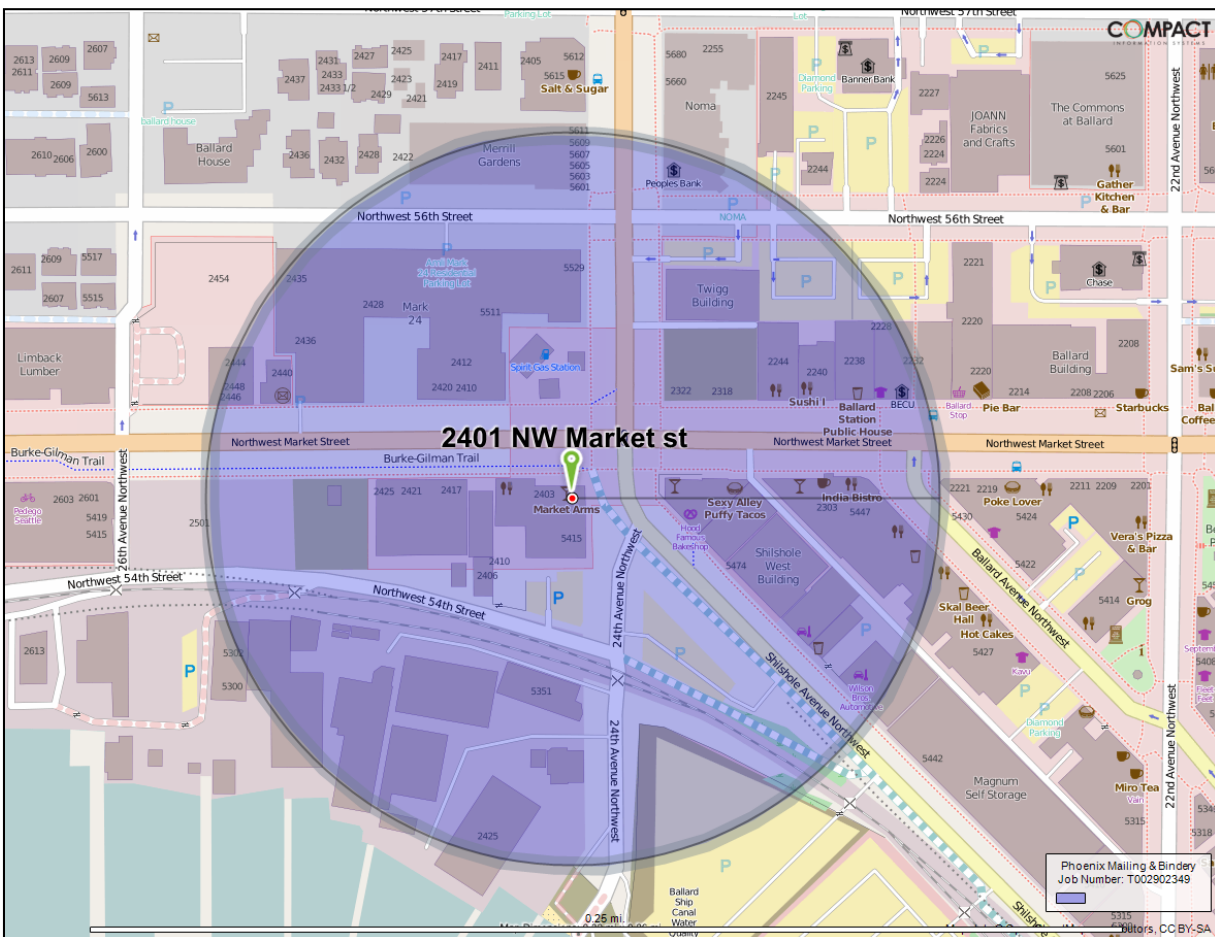
Poster Mailing Details

DISTRIBUTION DATE: February 22, 2022

Project Address:	2401 NW Market St, Seattle, WA 98107
Brief Description:	This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.
Contact:	Natalie Quick
Applicant:	Deal Investments, LLC
Contact Information:	2401NWMarketStProject@earlyDRoutreach.com
Type of building:	Multi-Family
Neighborhood:	Ballard
In Equity Area:	No

The project flyer was shared with **500 businesses and residents** within a **500-foot radius** of the project addresses of 2401 NW Market St. A map detailing the mailing radius and invoice confirming delivery follows.

MAILING MAP



MAILING INVOICE



Lisa Kidwell <lisakidwell@preciselywrite.biz>

Quote (500 count - 2401 NW Market St Project)

1 message

Mike Moazez <Mikem@mmpunion.com>

Wed, Feb 9, 2022 at 2:30 PM

To: Lisa Kidwell <lisakidwell@preciselywrite.biz>, Minuteman Press Seattle <info@mmpunion.com>

Cc: Traci Paulk <traci@paulkcreative.com>, Melissa Bush <melissaabush@icloud.com>

Hi Lisa,

Here are specifications and prices for your printing:

Item: Flyer
Paper: 28# Laser Text
Versions: 1
Inks - Colors: 4cp / 0
Flat Size: 8.5 x 11.0
Bindery: "Z" Fold
Finished Size: 8.5 x 3.75

Item: Envelopes
Paper: #10 Regular - White
Inks - Colors: K / 0 addressing

Mailing Services: Stuff, Seal, Stamp, Mail

Price: 500=\$475.38 + Tax + postage = \$813.39

Postage: 500=\$290

Please allow 2-3 business days to produce

Thank you,

Mike Moazez

MMPUNION.COM

MAILING CONFIRMATION

From: Customer Service <CSR@mmpunion.com>

Date: Tuesday, February 22, 2022 at 1:18 PM

To: Lisa Kidwell <lisakidwell@preciselywrite.biz>

Cc: Natalie Quick <natalie@nataliequickconsulting.com>, Traci Paulk <traci@paulkcreative.com>, Melissa Bush <melissaabush@icloud.com>, Minuteman Press Seattle <info@mmpunion.com>

Subject: RE: Flyers ready for printing & mailing (500 count - 2401 NW Market St Project)

Hi Lisa,

The mailer for the project located at 2401 NW Market St has mailed out today.

Thank you,

~Ron

Please reply all.

MMPUNION.COM

2960 4th Ave S Suite 112

Seattle WA 98134-1203

Open: M—F 9am—5pm

Phone: (206) 464-0100

Community Group Notification: 2401 NW Market St Project

Poster E-Mailing Details
E-MAILING DATE: February 24, 2022

COMMUNITY GROUPS WHO RECEIVED PROJECT NOTIFICATION

Notification of the 2401 NW Market St project was sent along with a copy of the project flyer to 5 community groups listed on the Department of Neighborhoods “Neighborhood Snapshot” on 2/24/22, including:

- My Ballard
- Livable Ballard
- Sunset Hill Community Association
- Ballard Alliance
- North Seattle Industrial Association

COMMUNITY GROUP NOTIFICATION EMAIL

2

2401 NW Market St Project

Thu 2/24/2022 9:10 AM

To: mike@ballardalliance.com



Hello-

We are writing to share the attached flyer with more information regarding a proposed development project in your neighborhood.

For more information, you can visit our project website or take our project survey at www.2401NWMarketStProject.com

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

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

Thank you!

-The 2401 NW Market St Project Team

2401 NW Market St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Direct Mail

- *Project Poster*
- *Poster Distribution Details*
- *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*

Project Website: 2401 NW Market St | WEBSITE TEXT

Website: www.2401NWMarketStProject.com

Project Address: 2401 NW Market St, Seattle, WA 98107
Brief Description: This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.
Contact: Natalie Quick
Applicant: Deal Investments, LLC
Contact Information: 2401NWMarketStProject@earlyDRoutreach.com
Type of building: Multi-Family
Neighborhood: Ballard
In Equity Area: No

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 new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.

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

LINK: Survey- 2401 NW Market St Survey [Click Here](#)

Provide comments here.

Hello and thank you for visiting our 2401 NW Market St Required Project 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.

2401NWMarketStProject@earlyDRoutreach.com

FORM:

Name *

<input type="text"/>	<input type="text"/>
----------------------	----------------------

First Name Last Name

Email *

Message *

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

IMAGES: Flyer Image

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 returned within 2-3 business days, and are subject to City of Seattle public disclosure.

2401NWMarketStProject@earlyDRoutreach.com

LINKS: Email- 2401MWMarketStProject@earlyDRoutreach.com

BUTTON: [LEARN MORE](#)

TEXT: 2401 NW Market St Project
PROJECT #: 3039184-EG
This outreach is part of the city of Seattle’s required outreach for design review.
February 2022.

Project Team
Developer: Deal Investments, LLC
Architect: Urbal Architecture

Project Vision
190,750 square-ft mixed-use building, with 4,525 square-ft retail; 188 residential units; 6,300 square-ft of common amenity space; and parking for 119 vehicles. The building is four stories of Type IA construction, below six stories of Type IIIA construction.

Estimated Project Timeline

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

Zoning

Site Plan

Site Context

Past Projects

IMAGES: Zoning
Site Plan
Site Context
Past Projects

LINK: none

PAGE URL: www.2401NWMarketStProject.com/project-overview

WEBSITE IMAGES

2401 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.



2401 NW Market St, Seattle

This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.

[Learn More](#)

Survey

Take our online survey to share your thoughts about the project site and components.

[2401 NW Market St Survey Click Here](#)

Provide comments here.

Hello and thank you for visiting our 2401 NW Market St Project

Name *

First Name

Last Name

Email *

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 comments.

240INWMarketStProject@earlyDRoutreach.com

2401 NW Market St Seattle, WA 98107

Message *

Send

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

Contact us.

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

2401NWMarketStProject@earlyDRoutreach.com

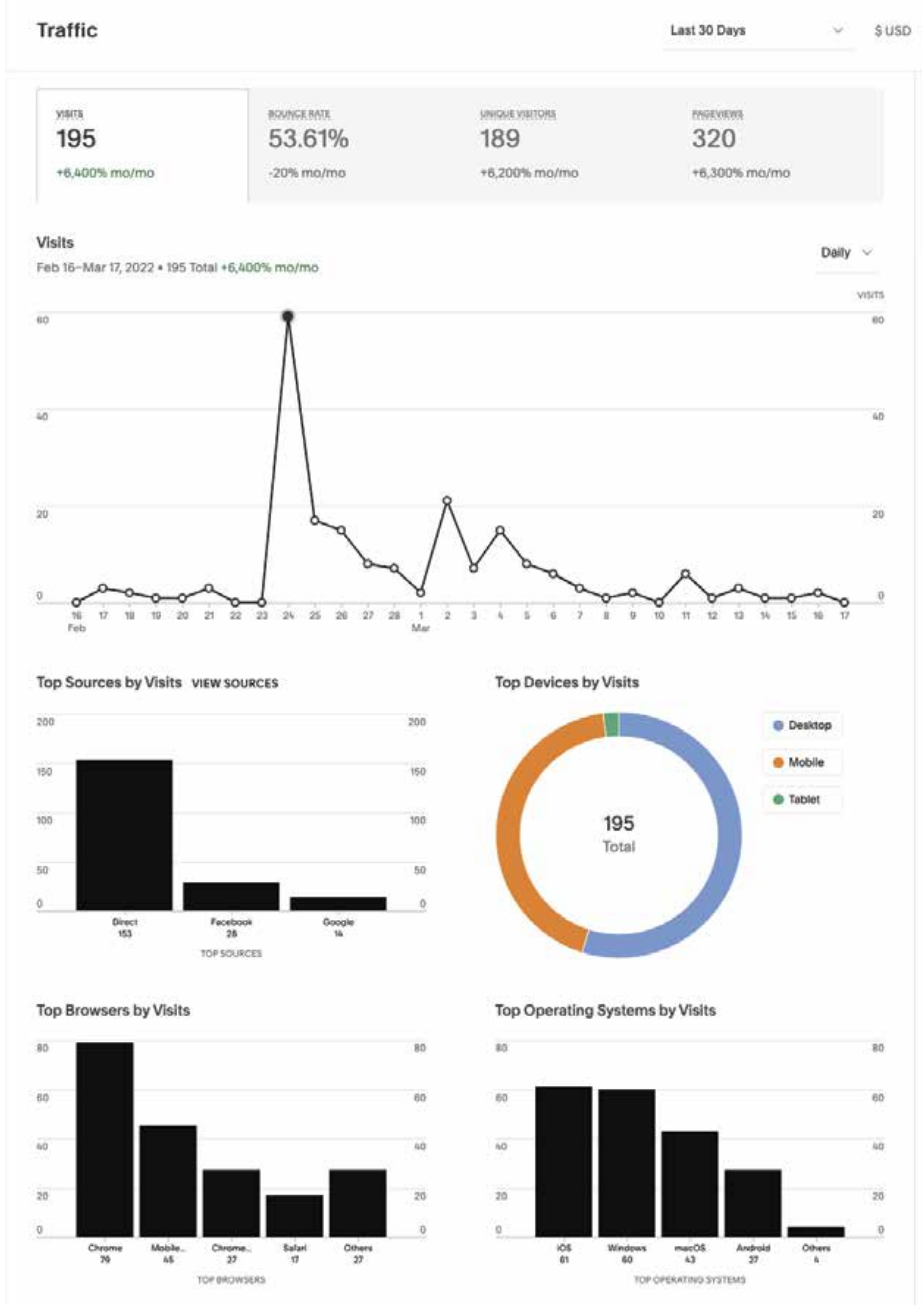
2401 NW Market St, Seattle, WA 98107

2401 NW Market St Project

WEBSITE ANALYTICS

2401 NW Market St Project

Website Analytics



2401 NW Market St Project

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

Table of Contents

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: 2401 NW Market St Project

Comment Summary

Project Address:	2401 NW Market St, Seattle, WA 98107
Brief Description:	This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one-bedroom, and two-bedroom homes), as well as ground-level retail.
Contact:	Natalie Quick
Applicant:	Deal Investments, LLC
Contact Information:	2401NWMarketStProject@earlyDRoutreach.com
Type of building:	Multi-Family
Neighborhood:	Ballard
In Equity Area:	No

Comment Total:

- From Website: 4
- From Email: 2
- From Survey: 73

Design-Related Comments

- **Design.** When asked what is most important to them about a new building on the property, 69 percent of survey respondents said relationship to neighborhood character; 37 percent said environmentally-friendly features; 30 percent said attractive materials; 30 percent said interesting/unique design; and 22 percent said parking. Numerous respondents encouraged the project team to respect the character/history of the neighborhood through thoughtful design/quality materials such as brick that match the character/charm of the neighborhood's original buildings, keeping the project authentic, and respecting the feel of old Ballard and its Scandinavian roots. Others suggested incorporating references to Market Arms into the new construction. A few respondents encouraged visually-interesting design with vibrancy/colors. Several noted that this is on an anchoring corner that bridges modernity/industry, is a gateway to the Olympics views/public water access, and pushes boundaries between residential/retail/Ship Canal, and expressed hopes that the location will be an asset in every way. One respondent encouraged the project team to find an appropriate rhythm, scale and proportion acknowledging the intersection as the gateway to downtown Ballard.
- **Exterior.** When asked what the most important consideration is for designing exterior space, 50 percent of survey respondents said landscaping; 48 percent said lighting/safety features; 44 percent said seating options/places to congregate; and 16 percent said bike parking. Numerous respondents encouraged having open community public places with setbacks that allow for increased sidewalk, outdoor patio or courtyard space. Others encouraged public art/murals, wayfinding signs and having well-designed elements that mesh with surroundings. Several respondents referenced the project's proximity to the Burke Gilman Trail and encouraged the team to keep that in mind with design. One respondent encouraged making the project accessible.
- **Height & Scale.** Several respondents encouraged keeping the building below five or six stories and expressed concern about views being obstructed or height creating a canyon effect.
- **Sustainability.** One respondent encouraged making the project environmentally friendly.

Non-Design-Related Comments

- **Retail.** When asked what retail components respondents were most interested in for this location, 64 percent said new restaurants or bars; 61 percent said new places for coffee or breakfast; and 38 percent said new stores for shopping. When visiting a building, office, restaurant or retailer, 69 percent of survey respondents of respondents said they were most interested in local businesses/small businesses; 50 percent said a sense of

openness/natural light; 46 percent said great people/service; 45 percent said thoughtful design that is open/welcoming; 23 percent said bustling, exciting energy; 33 percent said calm, restful places to rest/relax; 23 percent said color/materials used in design; and 19 percent said bustling, exciting energy. Numerous respondents encouraged affordable spaces for unique, small, local businesses/services like restaurants, cafes or repair shops and avoiding corporate chains/trendy businesses; others encouraged keeping 8 oz. Burger or Market Arms.

- **Affordability.** Numerous respondents encouraged affordable housing so the working-class can live close to where they work.
- **Parking.** Numerous respondents expressed concerns about parking and encouraged the team to include enough for all building residents. Others expressed concerns about lack of access from the arterial. One encouraged shifting away from cars /parking.
- **Safety.** Many respondents encouraged the project team put security measures in place to ensure the safety of tenants and customers given crime and drug activity in the neighborhood. Another respondent noted that it will be important to keep public spaces secure and free of encampments when businesses are closed.
- **Units/Tenants.** Several respondents encouraged offering deck balconies and including extra space for a den/office. One expressed support for making units attractive for long-term residents and another expressed concern about tenants with short-term living goals. One noted that ground-floor leasing spaces don't enhance the street. Another encouraged having a rooftop balcony. Several respondents expressed support for the need for additional housing in Ballard and encouraged project density.
- **Impacts.** Several respondents encouraged the project team to consider how the project will impact the neighborhood in terms of noise, street closures and other interruptions during construction, and catering to the pedestrian experience after construction.
- **Traffic.** Several respondents noted this is a very busy corner and it will be important to account for lots of traffic in front of the building; others expressed concern about traffic mitigation given the multiple projects proposed for that intersection.
- **Sustainability.** One respondent encouraged talking to the owners of the building next door, who have taken great steps toward a more green and sustainable building.
- **Bicycle Parking.** One respondent encouraged including adequate bike parking.
- **Uses/Maritime.** One respondent noted this is a longtime cultural area of Ballard that needs to honor the maritime businesses neighboring it and not drive away the shoreline-dependent industry.

Miscellaneous Comments

- **Oppose.** Several respondents noted that longtime Ballard residents do not like or want this type of development that displaces people who make up the neighborhood as it has become a canyon of concrete with identical buildings and no parking.
- **Support.** Several respondents noted they support investment in this unique neighborhood, are excited to see this corner back in use and wish

2401 NW Market St Project Survey

Thank you for taking the time to complete our survey for the 2401 NW Market St project! This project proposes construction of a new multi-family apartment building with approximately 188 units (mix of studios, one- and two-bedroom homes), as well as ground-level retail. We would like to hear your thoughts on our vision and approach for this project.

This survey will be open from February 24, 2022 to March 17, 2022, 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.

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 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 visiting 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?

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

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

9. Anything else you'd like to add?

FORM SUBMITTED PAGE

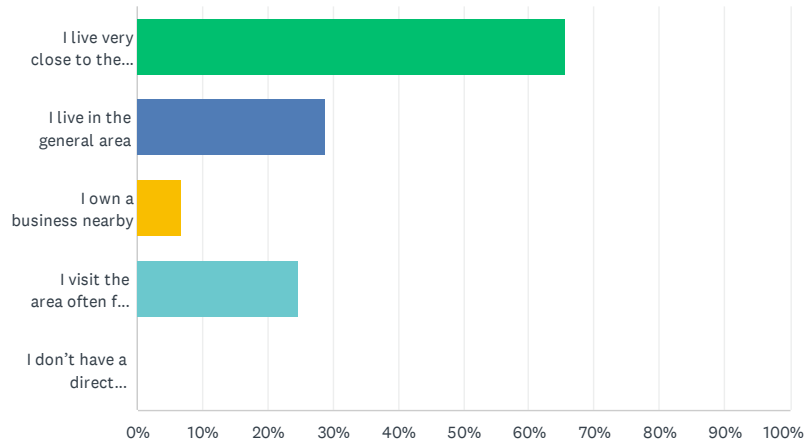
Thank you for sharing thoughts! Your feedback is very helpful as we plan our proposed project. To track our progress through the design review and permitting process, look-up the project address (2401 NW Market St) in the [Seattle Services Portal](#). To learn more about the early

outreach for design review process, visit the [Department of Neighborhoods webpage](#). You may also send us an email at 2401NWMarketStProject@earlyDRoutreach.com.

2401 NW Market St Project Survey

Q1 What is your connection to this development project?

Answered: 73 Skipped: 0



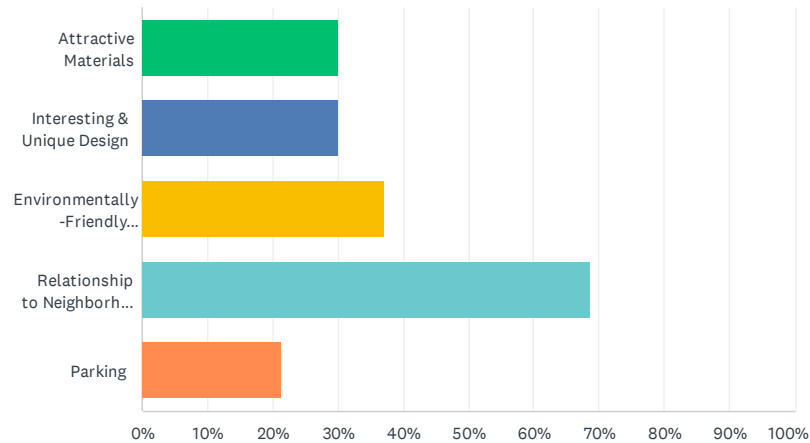
ANSWER CHOICES	RESPONSES
I live very close to the project	65.75% 48
I live in the general area	28.77% 21
I own a business nearby	6.85% 5
I visit the area often for work or leisure	24.66% 18
I don't have a direct connection, but I follow growth and development in Seattle	0.00% 0
Total Respondents: 73	

#	OTHER (PLEASE SPECIFY)	DATE
1	Was a market arms regular	2/25/2022 2:23 PM
2	We live n 20th & 57th	2/24/2022 12:58 PM

2401 NW Market St Project Survey

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

Answered: 70 Skipped: 3



ANSWER CHOICES	RESPONSES
Attractive Materials	30.00% 21
Interesting & Unique Design	30.00% 21
Environmentally-Friendly Features	37.14% 26
Relationship to Neighborhood Character	68.57% 48
Parking	21.43% 15
Total Respondents: 70	

#	OTHER (PLEASE SPECIFY)	DATE
1	Affordable units	3/2/2022 11:46 PM
2	Increasing the housing supply, affordability of apartments	3/1/2022 4:51 PM
3	Open community public spaces	2/28/2022 8:47 PM
4	Not having a giant block building blocking the harbor	2/27/2022 4:40 PM
5	Setbacks to allow patio or increased sidewalk space	2/27/2022 2:44 PM
6	That it doesn't get built.	2/26/2022 6:48 AM
7	Allowing small businesses to still run in the space and not further obstructing views or impacting traffic negatively and providing affordable housing for tenants currently residing in this location	2/25/2022 8:29 PM
8	public art; good tenants/corporate neighbors	2/25/2022 4:32 PM
9	That it's not too big.	2/25/2022 2:23 PM

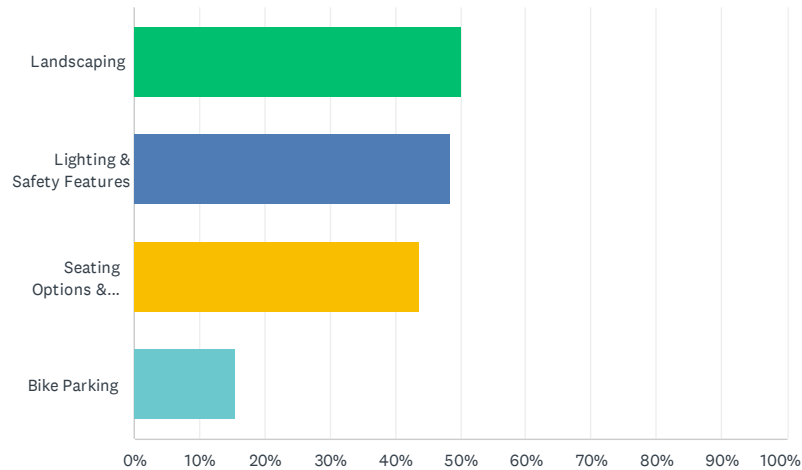
2401 NW Market St Project Survey

10	impact on transportation maritime business	2/25/2022 7:51 AM
11	Investment in this unique neighborhood	2/24/2022 5:53 PM
12	balconies	2/24/2022 5:08 PM
13	That it provides badly needed new housing	2/24/2022 3:01 PM
14	Businesses at street level	2/24/2022 1:45 PM
15	Space for multiple, street-level SMALL BUSINESSES (not corporate chains or huge restaurants)	2/24/2022 12:42 PM
16	Ground level retail, affordable units	2/24/2022 12:34 PM

2401 NW Market St Project Survey

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

Answered: 64 Skipped: 9



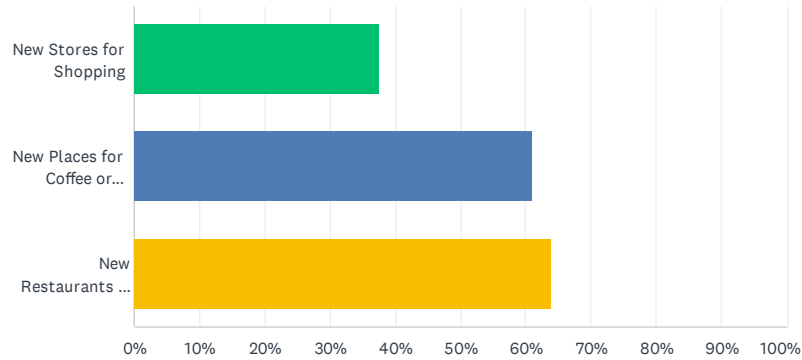
ANSWER CHOICES	RESPONSES
Landscaping	50.00% 32
Lighting & Safety Features	48.44% 31
Seating Options & Places to Congregate	43.75% 28
Bike Parking	15.63% 10
Total Respondents: 64	

#	OTHER (PLEASE SPECIFY)	DATE
1	Being a good architectural citizen, in what is becoming a crowded neighborhood.	3/2/2022 8:49 PM
2	all of the above + affordable housing	3/2/2022 7:44 PM
3	Not changing the current buildings.	3/2/2022 7:07 PM
4	Make it all open space or don't redevelop at all.	2/26/2022 6:48 AM
5	Property that's kept clean; and a giant mural would be great	2/25/2022 4:32 PM
6	Noise ordinance on adjacent maritime shipyard	2/25/2022 7:51 AM
7	Building Height	2/24/2022 7:58 PM
8	It matches the aesthetics of the neighborhood and will last a long time (ie not look cheap/outdated in 5-10 years)	2/24/2022 5:53 PM
9	Not being a dark shadow on the street and neighbors.	2/24/2022 2:12 PM
10	Businesses at street level	2/24/2022 1:45 PM

2401 NW Market St Project Survey

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

Answered: 64 Skipped: 9



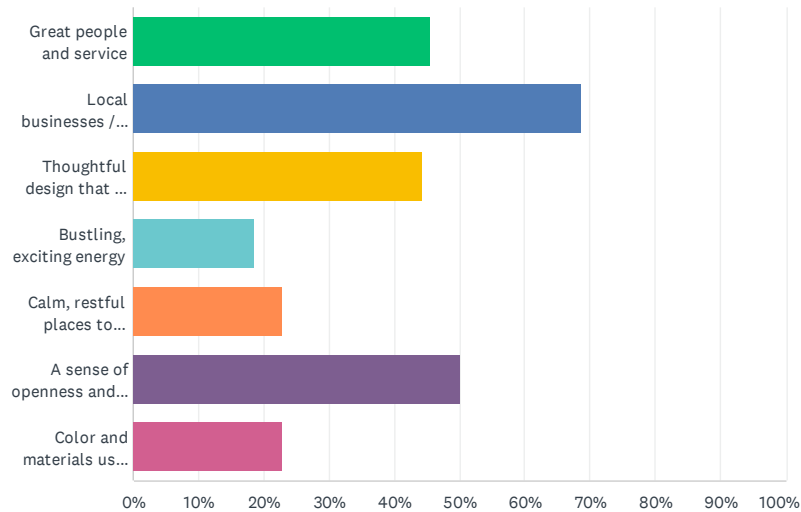
ANSWER CHOICES	RESPONSES
New Stores for Shopping	37.50% 24
New Places for Coffee or Breakfast	60.94% 39
New Restaurants or Bars	64.06% 41
Total Respondents: 64	

#	OTHER (PLEASE SPECIFY)	DATE
1	Marine related business	3/11/2022 3:00 PM
2	retail ok but it would need to be an anchor as this isn't a great retail spot	3/11/2022 8:40 AM
3	Local establishments not chains	3/6/2022 9:37 PM
4	keep 8 oz burger	3/4/2022 8:17 PM
5	all of the above plus services such as dry-cleaning/laundry, deli, watch & shoe repair	3/2/2022 7:44 PM
6	Keeping the current restaurant 8oz Burger in the location.	3/2/2022 7:07 PM
7	No preference	3/1/2022 4:51 PM
8	Crafts, arts, design, public construction opportunities etc	2/28/2022 8:47 PM
9	specialty stores not available nearby rather than more of the same	2/26/2022 5:38 PM
10	Are you kidding?	2/26/2022 6:48 AM
11	a bar with a connection to the community- thematic offerings	2/25/2022 4:32 PM
12	Market Arms v 2.0!	2/25/2022 2:23 PM
13	Ensuring that retail is affordable to small local business, so it's not another T-Mobile or Chase Bank	2/25/2022 9:14 AM
14	Be a "living" part of the community.	2/24/2022 2:12 PM
15	Small businesses	2/24/2022 12:34 PM

2401 NW Market St Project Survey

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

Answered: 70 Skipped: 3



ANSWER CHOICES	RESPONSES
Great people and service	45.71% 32
Local businesses / small businesses	68.57% 48
Thoughtful design that is open and welcoming	44.29% 31
Bustling, exciting energy	18.57% 13
Calm, restful places to reflect and relax	22.86% 16
A sense of openness and natural light	50.00% 35
Color and materials used in design	22.86% 16
Total Respondents: 70	

#	OTHER (PLEASE SPECIFY)	DATE
1	all of the above plus generous parking	3/2/2022 7:44 PM
2	Keeping the integrity of the neighborhood feeling and design. Not another apartment building like the one build DIRECTLY next to this location	3/2/2022 7:07 PM
3	All of the above	2/28/2022 8:47 PM
4	This is ridiculous.	2/26/2022 6:48 AM
5	Great art and space design; great wayfinding signs; well designed elements that mesh with surroundings	2/25/2022 4:32 PM

2401 NW Market St Project Survey

6	Ease of parking	2/25/2022 9:58 AM
7	Ability to walk or bike there safely. Outside seating.	2/24/2022 3:01 PM

2401 NW Market St Project Survey

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

Answered: 64 Skipped: 9

#	RESPONSES	DATE
1	Consideration of how it will impact the neighborhood	3/11/2022 2:54 PM
2	Not being ugly and being low rent	3/11/2022 10:13 AM
3	Great design and quality materials. Not many good examples in Ballard unfortunately. This site is too prominent for another hardi-panel clad 5 over 2. Clad it in brick please - it's literally the least you can do.	3/11/2022 8:40 AM
4	how much impact it has on surrounding neighborhood (loudness, street closures, other interruptions)	3/7/2022 2:55 PM
5	Contribute to a safer market street	3/6/2022 9:37 PM
6	Not obstructing views	3/5/2022 11:25 AM
7	Interesting design and stores that don't go out of business	3/5/2022 10:18 AM
8	Affordable housing with first floors spaces that make the area more walkable.	3/5/2022 10:01 AM
9	Affordable housing is needed. There are lots of big apartment buildings in the neighborhood with signs that apartments are available. There are also people who clearly need housing. It's hard to see both together.	3/4/2022 8:17 PM
10	making ballard a clean, safe, and attractive community that retains it's character	3/4/2022 6:23 PM
11	Parking and design. Many of the condos lack parking which is a huge parking in the "downtown" Ballard area. I also feel as many of the condos/apt are very poorly designed. Think about the neighborhood and design a building that fits not another ugly poorly built large dwelling	3/3/2022 9:34 PM
12	The inclusion of affordable housing	3/2/2022 11:46 PM
13	This neighborhood is becoming a mixture of legacy industrial uses and newer mid-density residential and retail. New buildings should respect both types of neighbors.	3/2/2022 8:49 PM
14	accessibility; inspirational, delightful design; walkability	3/2/2022 7:44 PM
15	Preserving the old architecture of the neighborhood. Building paces that are not just apartment buildings that will take away all charm and character and parking.	3/2/2022 7:07 PM
16	Keeping retail available and walkable while increasing the total amount of housing available	3/1/2022 4:51 PM
17	Thoughtful design that matches the character of the original buildings in the neighborhood.	3/1/2022 4:50 PM
18	Maritime traditions and history	3/1/2022 7:54 AM
19	Quality	2/28/2022 8:47 PM
20	Good design. Enough grey	2/27/2022 10:33 PM
21	the most housing possible, especially affordable housing	2/27/2022 7:28 PM
22	Keep it authentic to Ballard.	2/27/2022 4:40 PM
23	Add to the pedestrian experience by providing courtyards for patios/outdoor eating and or seating	2/27/2022 2:44 PM
24	Affordable housing	2/26/2022 5:38 PM
25	I want new developments to consider the people who have lived here for a long time and what	2/26/2022 11:24 AM

2401 NW Market St Project Survey

they need to live sustainably so they are not kicked out of their homes.

26	An attempt to blend a development into an areas historical vibe.	2/26/2022 8:44 AM
27	I think I'll have to leave Ballard, and probably Seattle altogether. The soul is being sucked out.	2/26/2022 6:48 AM
28	Reducing rents, encouraging new retailers to come in for projected sales are more obtainable, higher community involvement to lower crime	2/25/2022 10:46 PM
29	Mix of market rate and affordable housing	2/25/2022 10:36 PM
30	They serve an actual need, are designed to support the way people actually live, and they are affordable.	2/25/2022 8:34 PM
31	I would prefer that this development not come at all and that a bar similar to Market Arms exist in this space in the very near future while allowing current tenants to remain in their affordable homes. Longtime Ballard residents do not like or want this kind of development and it is extremely frustrating to see it continue to displace the people that make up this neighborhood.	2/25/2022 8:29 PM
32	Considerate construction	2/25/2022 5:44 PM
33	Incorporating historic buildings and locations. The Market Arms was a neighborhood icon, and its legacy should be preserved.	2/25/2022 5:01 PM
34	Consider the neighbors and the community - before, during, and after construction.	2/25/2022 4:32 PM
35	They're visually interesting and bring aesthetic value to the neighborhood. I'd say respond to context, but the existing design in the immediate vicinity is pretty weak, so please help make it better.	2/25/2022 3:40 PM
36	A sense of place (this is the northwest!), not using every inch for the building (green space, public space, thoughtful relief), materials that will age well, contributes to the aesthetic character of the neighborhood (we all have to live with and see this thing!)	2/25/2022 3:24 PM
37	Affordable places for people to live so those who work in the area can live here. Parking, too! People still drive cars to shop in an area. Many building are not including parking for their businesses or residents. This is causing a overflow to nearby businesses & residences. Thanks for including parking in your design.	2/25/2022 3:15 PM
38	Bringing in diverse businesses, upgrading derelict areas	2/25/2022 2:39 PM
39	Enough parking for all the residents in the building	2/25/2022 9:58 AM
40	Affordability. Are these going to be apartments that people in the service/hospitality industry can afford? Or is a 2BR going to be \$2500+ a month?	2/25/2022 9:14 AM
41	Unique, not big box	2/25/2022 8:33 AM
42	Future of the Seattle based fishing industry	2/25/2022 7:51 AM
43	Parking. There is no large parking area in ballard which is a missed revenue opportunity which would empower more businesses	2/25/2022 7:22 AM
44	Keeping some of the charm of old Ballard	2/24/2022 11:24 PM
45	No homeless ppl lined up outside	2/24/2022 10:18 PM
46	Keep building heights below 5 stories , old style architecture and drive out transient persons living on sidewalks	2/24/2022 7:58 PM
47	Unique architecture, respect for neighbourhood character, affordability.	2/24/2022 7:51 PM
48	That they respect the character and history of the neighborhood, built to last, built for long-term tenants, address parking challenges not add to them	2/24/2022 5:53 PM
49	New apartments should have deck balconies and not juliet balconies. Having small business restaurants and shops in the main level also helps the neighborhood as long as it is pedestrian friendly	2/24/2022 5:08 PM
50	Parking	2/24/2022 4:39 PM
51	As long as it doesn't look like downtown Bellevue.	2/24/2022 4:28 PM

2401 NW Market St Project Survey

52	Do not make another square ugly building. You are building across the street from beautiful Historic Ballard, you need to embrace the design qualities of 1900s buildings and not be another eyesore slowly encroaching on Ballard's character.	2/24/2022 4:23 PM
53	cleanness	2/24/2022 3:51 PM
54	That more people will have homes.	2/24/2022 3:01 PM
55	Additional housing.	2/24/2022 2:18 PM
56	That they contribute to the health of the community. Can people afford to live there? Is the reality of no adequate public transportation options addressed? Is there parking for the residents and guests of the businesses? Are the buildings attractive? Big block buildings suck and add to the demise of the community.	2/24/2022 2:12 PM
57	Clean, classic and timeless design (such as the Nordic Heritage Museum) + commercial tenants with inviting and enjoyable businesses for repeat customers (no more boring banks, please)	2/24/2022 2:11 PM
58	Affordability	2/24/2022 2:07 PM
59	Rent control - we need more housing for the people that work in the area. Don't charge lux prices.	2/24/2022 1:45 PM
60	During construction: Not taking over the sidewalk/street for extended periods of time. Being quiet between 9pm-9am. Not taking forever. After construction: Not increasing local traffic loads. Reducing unused/littered/abandoned spaces. Catering to the pedestrian experience	2/24/2022 1:00 PM
61	Integrate with the community. Allow for biking, walking and outdoor seating.	2/24/2022 12:58 PM
62	That they are built in context to the neighborhood buildings and activity (hate the little boxes that are so common now)	2/24/2022 12:49 PM
63	As more and more large new buildings go up, we are losing small street-level retail in favor of large, ungainly spaces that only work for banks and gyms. Please support small business.	2/24/2022 12:42 PM
64	Housing for all, keeping ground level retail, making sure there are more small businesses than chains, shifting away from cars and parking	2/24/2022 12:34 PM

2401 NW Market St Project Survey

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

Answered: 50 Skipped: 23

#	RESPONSES	DATE
1	This is a busy corner. Where will people looking to do business park? Will we get better bus service on Rt 17?	3/11/2022 3:00 PM
2	Being on one of the busiest intersections- hopefully construction will not impact traffic too badly/for too long	3/11/2022 2:54 PM
3	No	3/11/2022 10:13 AM
4	It sits at the nexus between old ballard and new ballard, between historic water-related industry and a newer, vibrant retail/restaurant scene. This makes for an interesting design challenge...	3/11/2022 8:40 AM
5	building this would once again block access to the bike lane/sidewalks occasionally	3/7/2022 2:55 PM
6	Cookie cutter design is a shame, don't do it	3/6/2022 9:37 PM
7	Include low income housing	3/5/2022 10:18 AM
8	It had a bar restaurant and vet client before. Please add at some space for restaurants/cafes.	3/5/2022 10:01 AM
9	I value 8 oz Burger, the restaurant on the property and would be very sorry to see them disappear.	3/4/2022 8:17 PM
10	because of the homeless people in the area, there should be security measure in place to ensure safety of tenants and customers	3/4/2022 6:23 PM
11	It has a huge Scandinavian population as well as and fishing history. The old bar in that location was a Ballard staple for many years	3/3/2022 9:34 PM
12	That site is very much pushing the boundaries between residential and retail. It is also at the end of a view corridor of the Ship Canal.	3/2/2022 8:49 PM
13	It's a really prime location such that I hope it will be an asset in every way.	3/2/2022 7:44 PM
14	Keep 8oz Burger it is a neighborhood favorite. Do not build another apartment building when there are two literally in the same block.	3/2/2022 7:07 PM
15	Security is super important. If you look at reviews for some nearby buildings, there have been many instances where the homeless have managed to enter through the parking and set off alarms in the building, or broken into mail rooms. Making sure there is no way for someone other than a tenant to enter from either parking or the main door is key.	3/2/2022 2:04 PM
16	Busy corner! Make sure you account for lots of traffic in the front of the building. Pedestrian friendly	3/1/2022 4:50 PM
17	Increasing auto congestion. Increasing transient squatting, camping etc. Increasing tenants with short term living goals for longer term career goal in other cities.	2/28/2022 8:47 PM
18	Tons of homeless	2/27/2022 10:33 PM
19	the bar's facade is neat, I hope you keep something like it	2/27/2022 7:28 PM
20	Norwegian heritage	2/27/2022 4:40 PM
21	close to burke gilman trail...would be good to not create entrance to the garage that crosses the bike path.	2/27/2022 2:44 PM
22	Ballard has been a Scandinavian workers town so please tend toward practical, down-to-earth look and feel.	2/26/2022 5:38 PM
23	This area is one of the cornerstones (literally) of Ballard. It is an important place for long-time	2/26/2022 11:24 AM

2401 NW Market St Project Survey

neighborhood homeowners and for people who visit Seattle from around the world. Please figure out how to create a space that continues to support and attract locals.

24	It's an anchoring corner of Market that bridges modernity and industry.	2/26/2022 8:44 AM
25	Leaving as is would be nice, slight appearance updates.	2/26/2022 6:48 AM
26	That the only place for cars to stop is in the rear. That a new traffic light is added on Shishole.	2/25/2022 10:46 PM
27	I don't think it will be well received by the community with the planned size and scope. It is not a fit for Ballard.	2/25/2022 8:29 PM
28	A lot of crime and drug activity	2/25/2022 5:44 PM
29	The neighborhood is rapidly becoming indistinguishable from its longtime appearance and character. The construction of another bland apartment building in this location is a further step away from the Seattle that was.	2/25/2022 5:01 PM
30	We need more TREES! Not fewer.	2/25/2022 4:32 PM
31	Bring on the trail is a tremendous benefit to the development, so please acknowledge it in your design. Also, that intersection with Shilshole sucks, so please make it better, or at least not worse. Small businesses dominate in Ballard, don't look for a chain commercial tenant	2/25/2022 3:40 PM
32	The height of the building is a concern. Ballard is becoming like a canyon due to the high rise apartments being built. Too much!	2/25/2022 3:15 PM
33	A height limit so Market does not become a stretch of maximum height buildings all at the same level	2/25/2022 2:39 PM
34	Not enough parking. Don't make any public accessible outside places too nice with seating because homeless will just take up the space.	2/25/2022 9:58 AM
35	Norwegian themed	2/25/2022 8:33 AM
36	Lack of access from arterial	2/25/2022 7:51 AM
37	Its at a major corner. Please give it some character	2/25/2022 7:22 AM
38	Keep building height under 60 feet and to 5 stories. The existing building height works to keep sunlight into streets. I really want to prevent canyon effect	2/24/2022 7:58 PM
39	This was a long standing bar with character. We don't need another generic apartment building with now parking. Long term tenants, parking and respect to the heritage of the neighborhood	2/24/2022 5:53 PM
40	This is on the burke gilman that is heavily used so make sure design takes that into account	2/24/2022 5:08 PM
41	They're already hundreds of apartments on this corner. Where are people going to park?	2/24/2022 4:39 PM
42	We don't want you here.	2/24/2022 4:23 PM
43	There are not enough homes in Ballard.	2/24/2022 3:01 PM
44	This is a long time cultural area of Ballard. Another pub is needed on this spot. It needs to continue to be a gathering spot for the community. It also needs to honor and continue to work with the maritime businesses that neighbor it.	2/24/2022 2:12 PM
45	It would be fantastic if the building and landscaping could help make that very busy corner more beautiful and calm.	2/24/2022 2:11 PM
46	No	2/24/2022 2:07 PM
47	Market Arms is an amazing historical landmark. Incorporating references or parts of it into the new construction would be great.	2/24/2022 1:45 PM
48	That corner is important and noteworthy to me because I see it as a gateway for views to the Olympics when coming from downtown ballard and as the entrance to the walk down to the public water access at the end of 24th.	2/24/2022 1:00 PM
49	Need to plan for Ballard Homeless population to avoid becoming attractive nuisance to neighbors. See library overhang after business hours. Homeless campers were literally setting	2/24/2022 12:45 PM

2401 NW Market St Project Survey

campfires under the overhang during the snowstorm in January. Buildings need to be able to keep public spaces secure and free of encampments when businesses are closed.

50	I want this corner to be very dense. I also want it to be very safe for pedestrians as the intersection's a little dangerous now	2/24/2022 12:34 PM
----	--	--------------------

2401 NW Market St Project Survey

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

Answered: 49 Skipped: 24

#	RESPONSES	DATE
1	I foresee a massive traffic jam at rush hour, both ways. And hellacious traffic on weekends in summer.	3/11/2022 3:00 PM
2	Style, appropriate amount of parking, smart consideration of what businesses should be in the retail level; creative options for the ability to build into the hill	3/11/2022 2:54 PM
3	Low rent, unique and local business that avoid the current trends (bubble tea, gyms, boutique retailers)	3/11/2022 10:13 AM
4	quality materials, an appropriate rhythm, scale and proportion to the building form and an acknowledgement of the intersection as a gateway to 'downtown' Ballard.	3/11/2022 8:40 AM
5	use quality materials (I feel like a lot of apartments have such thin walls); build it quickly to avoid disruptions to surrounding area; pick small/local restaurants or businesses for retail	3/7/2022 2:55 PM
6	Safety. If tents and drugs are outside the door, failure.	3/6/2022 9:37 PM
7	Figure out how to get a mix of friendly people and fun affordable shopd	3/5/2022 10:18 AM
8	WFH is here to stay, move with the times for unit design. Make the units a little bigger with extra space for a den/office. Make use of the ground levels for things compelling to a walkable area like cafes to work in or places to meet friends for lunch.	3/5/2022 10:01 AM
9	Housing that is affordable for people who work at restaurants and retail shops in the neighborhood.	3/4/2022 8:17 PM
10	not ruining the view for everyone else - please don't build too high!	3/4/2022 6:23 PM
11	Look at the apt around it/newer places and don't build anything like them.	3/3/2022 9:34 PM
12	Respect for the existing industrial use of Pacific Fishermen. Respect for the challenging location to introduce additional vehicular traffic.	3/2/2022 8:49 PM
13	How about a rooftop garden available for both private & public events?	3/2/2022 7:44 PM
14	That it is for small business and not apartments.	3/2/2022 7:07 PM
15	You should talk to the building nextdoor that's being built. They seem to have taken some great steps toward a more green and sustainable building.	3/2/2022 2:04 PM
16	Minimal cost and maximum rates for max profit return.	2/28/2022 8:47 PM
17	the most Affordable housing possible and small local businesses	2/27/2022 7:28 PM
18	Keep it authentic to the neighborhood	2/27/2022 4:40 PM
19	Approachability to all ages and income levels and a interesting and fun environment.	2/26/2022 5:38 PM
20	an activated ground level.	2/26/2022 8:44 AM
21	Not building it at all.	2/26/2022 6:48 AM
22	Amenities that bring residents in contact with each other, unique apt offerings, sunlight, duplicate elevators for current brands break often, 24 hour security guard specifically in the parking garage. Expect higher petty crime by the year.	2/25/2022 10:46 PM
23	Affordable pricing, parking for cars and bikes.	2/25/2022 8:34 PM
24	Community focused, small, maintaining the character and purpose of previous operations	2/25/2022 8:29 PM

2401 NW Market St Project Survey

25	Parking entrance, security, aesthetics.	2/25/2022 5:44 PM
26	Businesses that draw foot traffic west across 24th Ave NW, such as coffee shops and restaurants.	2/25/2022 5:01 PM
27	Environmentally friendly; great use of art installations to draw people in and celebrate our creativity; and it must elevate the neighborhood - not just once it's built but for years to come.	2/25/2022 4:32 PM
28	The trail! And do something interesting at the corner. Right now the corner is very "blah" make a statement.	2/25/2022 3:40 PM
29	Don't make it look like that piece of junk across the street. The Amli Mark 24. Good start.	2/25/2022 3:24 PM
30	Connection to the neighborhood and the bike trail which is in front of the building. Including adequate bike parking would be helpful.	2/25/2022 3:15 PM
31	Keeping the feel of old Ballard and a nod to the Scandinavian roots. My grandparents were Swedish immigrants who eventually came to Ballard to settle	2/25/2022 2:39 PM
32	Enough parking!	2/25/2022 9:58 AM
33	Affordable Housing! Affordable Retail!	2/25/2022 9:14 AM
34	Not looking like a big box. Great stores available	2/25/2022 8:33 AM
35	To not drive away the shoreline dependent industry	2/25/2022 7:51 AM
36	Parking and a unique exterior	2/25/2022 7:22 AM
37	Popular storefronts at street level. Businesses people want	2/24/2022 7:58 PM
38	Make it look nice, parking	2/24/2022 5:53 PM
39	balconies	2/24/2022 5:08 PM
40	Not blocking out the view. People have to realize that they are building in an industrial area and the shipyard is not going anywhere anytime soon.	2/24/2022 4:39 PM
41	Affordable housing but you and I both know that's not a thing the Seligs are familiar with.	2/24/2022 4:23 PM
42	Maximize 1+ BR units, ground floor should be focused on commercial, not building leasing.	2/24/2022 2:18 PM
43	It needs parking - more that currently planned. It needs to be attractive, affordable, and include places for the community to gather.	2/24/2022 2:12 PM
44	Described above	2/24/2022 2:11 PM
45	Businesses at street level without door spaces. Keeping rent down so working class, not just tech workers, can live close to where they work.	2/24/2022 1:45 PM
46	Not making the already difficult and clogged intersection at market & 24th harder to navigate by cars or more dangerous to navigate by pedestrians. Capitalizing (through design) on the ways that the in-street dining experience on Ballard Ave has turned the character of Ballard into the pedestrian-friendly/-scale neighborhood amongst its seattle peers.	2/24/2022 1:00 PM
47	Make it attractive for long term residences. Some units of 12 - 1400 sq ft.	2/24/2022 12:58 PM
48	Small business space at street level.	2/24/2022 12:42 PM
49	Ignoring NIMBYs	2/24/2022 12:34 PM

2401 NW Market St Project Survey

Q9 Anything else you'd like to add?

Answered: 29 Skipped: 44

#	RESPONSES	DATE
1	Don't mess this up	3/11/2022 10:13 AM
2	Please don't give us another ugly, cheap apartment building. We deserve better. This particular site demands better and our (admittedly fairly toothless) design review board should back us on this to the limit of their abilities.	3/11/2022 8:40 AM
3	Not too tall please?	3/5/2022 10:18 AM
4	Affordable housing	3/4/2022 8:17 PM
5	I moved to Seattle from a city back east that required 1.5 spaces for every unit in a building. I highly recommend adopting the same standard. Parking in Ballard now is HELL. BTW, I worked for city planning and redevelopment in/for the city of New Haven 1959-63, including with legendary Ed Logue & others. I hope this will be a splendid project and look forward to its completion.	3/2/2022 7:44 PM
6	Please stop removing the existing charm and charxger that makes Ballard so special.	3/2/2022 7:07 PM
7	We desperately need affordable housing!!!!	2/26/2022 5:38 PM
8	Consider how the bike path hands off riders to Shilshole.	2/26/2022 8:44 AM
9	Time to leave Seattle, actually all of western Washington.	2/26/2022 6:48 AM
10	Work with other apt building companies to create a neighborhood watch, using retired cops who can communicate w the PD for fast escalations and with socisl services to help those in need to get food, housing and counseling	2/25/2022 10:46 PM
11	No	2/25/2022 5:44 PM
12	I am saddened to see another local landmark disappear. It would be best for the neighborhood if the facade of the current building could be maintained at the very least.	2/25/2022 5:01 PM
13	You can never have too much public art. Find a way to integrate with the festivals too - Syttende Mai, Seafoodfest, etc.	2/25/2022 4:32 PM
14	Good luck with your project	2/25/2022 3:40 PM
15	Love to have architects/designers from the area who care and how might actually have to look at it. Feels like so much of what's being imposed on us in this city is being designed either by robots or some design farm from god-knows-where.	2/25/2022 3:24 PM
16	Please don't build higher than 6 stories and make some of the apartments affordable for local workers.	2/25/2022 3:15 PM
17	AFFORDABLE!	2/25/2022 9:14 AM
18	None	2/25/2022 8:33 AM
19	Please dont make it another cookie cutter apt	2/25/2022 7:22 AM
20	I am also very worried about traffic mitigation given the multiple projects proposed for 24th and Market intersection	2/24/2022 7:58 PM
21	Give that corner more character and make sure the design isn't super generic like most of the other buildings in ballard	2/24/2022 5:08 PM
22	We already have more than enough apartments in Ballard. It's turned into a canyon of concrete with identical buildings and no parking.	2/24/2022 4:39 PM
23	Please build more apartment building in the neighborhood.	2/24/2022 3:01 PM

2401 NW Market St Project Survey

24	Ground floor apartment leasing offices do not enhance the street.	2/24/2022 2:18 PM
25	Did I mention the need for parking? Ballard, at best, has poor public transportation options. Busses are not dependable or close to many residents. Public safety seems to be a thing of the past which makes busses even less of an option, especially for the elderly, children and women. Continually ignoring parking, transportation & safety only makes the problem worse.	2/24/2022 2:12 PM
26	There are too many apts, condos for access in Ballard already. Traffic will be a nightmare.	2/24/2022 2:07 PM
27	Excited to see this corner back in use!	2/24/2022 1:00 PM
28	It'd be awfully nice to chose colors that are not gray-based to add some vibrancy to the building.	2/24/2022 12:42 PM
29	No	2/24/2022 12:34 PM

PROJECT EMAILS/COMMENTS



Tom Auer <tauer24@icloud.com>

Sun 3/6/2022 12:54 PM

To: 2401 NW Market St Project

Question 1: How many stories about street level will the Market Street face of the building be?
Question 2: How close will the west face of the building be to the new Ballard Yards building?

Thanks in advance for your answers,
Tom Auer



Squarespace <form-submission@squarespace.info>

Fri 3/4/2022 8:10 AM

To: 2401 NW Market St Project

Sent via form submission from [2401 NW Market St Project](#)

Name: Christina Wilson

Email: dinawilson@comcast.net

Message: I so hope some of your units are affordable for low income people. This is so important in our city. Also I hope some of the parking spaces are designated for the retail and that there is enough parking so that it doesn't impact street parking in Ballard which is already very tight.



Squarespace <form-submission@squarespace.info>

Fri 2/25/2022 3:25 PM

To: 2401 NW Market St Project

Sent via form submission from [2401 NW Market St Project](#)

Name: Elise Keim

Email: elise.keim@gmail.com

Message: This is a great opportunity to make a much more interesting skyline in Ballard. All these buildings who reach their heigh limits with long, unbroken flat rooflines make the Ballard skyline pretty boring. Is there a way to bring some visual interest to the roof design?

There is a ton of bike and pedestrian traffic at the intersection, keeping that area inviting to patrons with outdoor seating would be great, and would likely help the commercial tenants.

Could the mullions/muntins be something other than white or silver aluminum? A dark window casing really elevates the look of these larger multi family buildings.

For the sake of the residents, please install at least one window per unit that works with air conditioners. The little crank windows do not help with air flow during a heat wave.



Squarespace <form-submission@squarespace.info>

Thu 2/24/2022 7:49 PM

To: 2401 NW Market St Project

Sent via form submission from [2401 NW Market St Project](#)

Name: Greg Nelson

Email: gnelsonn0@gmail.com

Message: As a resident of downtown Ballard I am very concerned about increased traffic and building height. I am tired of the street canyon feel to parts of Ballard . I moved here because of the natural light on streets and low building heights



Squarespace <form-submission@squarespace.info>

Thu 2/24/2022 12:43 PM

To: 2401 NW Market St Project

Sent via form submission from [2401 NW Market St Project](#)

Name: Erik Hammen

Email: grotonbridge@yahoo.com

Message: Please retain multiple spaces for local small businesses at the street level. Thank you.





My Ballard <tips@myballard.com>

Thu 2/24/2022 12:05 PM

To: 2401 NW Market St Project

Thank you!

A few questions: How many stories is the building?

And, I didn't see a link to a survey; can you send? Lastly, any renderings of the project you can share?

Cheers,
Meghan

Meghan Walker
Pronouns: she, her, hers
206-715-3533
Editor www.myballard.com

