

**5206 17<sup>th</sup> AVE NW PROJECT**  
**CITY OF SEATTLE**  
**REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW**  
**OUTREACH DOCUMENTATION**  
***\*With Updated Requirements Via Ordinance #126072***

PROJECT NUMBER: #3039194-LU

*Table of Contents*

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- 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  
**APRIL 2022**

## 5206 17<sup>th</sup> Ave NW Project

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

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<b>Project Address:</b>	5206 17 <sup>th</sup> Ave NW, Seattle WA 98107
<b>Brief Description:</b>	This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	Canal West, LLC
<b>Contact Information:</b>	520617thAveNWProject@earlyDRoutreach.com
<b>Type of building:</b>	Apartment building, construction type IIIA / IA
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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### Brief Summary of Outreach Methods

#### Printed Outreach

- *Choice:* DIRECT MAILING, HIGH IMPACT
- *Requirement:* Direct mailing to all residences and businesses within approximately 500-foot radius of the proposed site.
- *What we did:* Posters were mailed to 673 residences and businesses and shared with 3 neighborhood community groups. Poster, details on distribution and list of community groups who received the poster via email are in Appendix A.
- *Date completed:* April 6, 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:* April 6, 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:* April 6, 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 & Character.** When asked what is most important about the design of a new building on this property, 62 percent of survey respondents said parking; 58 percent said relationship to neighborhood character; 33 percent said environmentally-friendly features; 14 percent said attractive materials; and 14 percent said interesting and unique design. Respondents encouraged efficient and thoughtful design for both function/aesthetics that is cohesive with the neighborhood and has a connection to the original architectural character of the neighborhood since the new and very modern buildings do not fit. Another respondent encouraged increasing non-pervious surface areas and having more presence of residents on the street.
- **Exterior.** When asked what the most important consideration is for the exterior space on this property, 74 percent of survey respondents said landscaping; 53 percent said lighting and safety features; 27 percent said seating options and places to congregate; and 21 percent said bike parking. Respondents encouraged increasing pedestrian safety treatments and maintaining or improving the pedestrian access along 17<sup>th</sup> as the sidewalks are rough to get around on, and making sure drivers have adequate visibility for pedestrian safety.
- **Height & Scale.** One respondent expressed concern that having a seven-story building in such a tight spot does not fit the surrounding low-built area, and that it will look odd. Others encouraged creating a building with fewer floors that is undisruptive to the current skyline and does not block light into surrounding units.

### Non-Design-Related Comments

- **Parking.** Many respondents expressed concern that parking in the neighborhood is horrible as it is and encouraged adding enough parking for the tenants, as residents who have been living in Ballard for decades are losing valuable street parking near their homes due to the increased development of multi-dwelling buildings that don't offer their own self-sustaining parking.
- **Impacts.** Numerous respondents expressed concern about construction impacts and inquired how construction will affect neighboring properties including the fence separating the project from other properties. Respondents encouraged clear communication and time boundaries, taking into account the downstream negative impacts to existing businesses/residences, providing safe/clear access to local businesses, considering the everyday convenience and livability of existing residents, not inhibiting the functionality of the properties around the project—including not having back yards or driveways being disrupted—and being a positive contribution to the community. Others noted that if street access is impeded, large and clear signs should notify those in traffic/pedestrians that specific businesses are open as normal.
- **Density.** Several respondents noted that they value an increase in density and building as many units in the neighborhood as quickly as possible to improve housing affordability and access.
- **Affordable.** A few respondents encouraged offering affordable and fair rent prices that are accessible to a diverse group of people from various backgrounds and professions.
- **Accessibility.** A few respondents encouraged having accessible housing incorporated into the building so people of all ages and abilities can live in the neighborhood
- **Retail.** One respondent encouraged having first floor retail space.
- **Safety & Security.** One respondent noted that security issues in the area should be considered in the planning process.
- **Amenities.** One respondent encouraged offering Dog Waste Stations.

### Miscellaneous Comments

- **Oppose.** A few respondents expressed concern that this building will be a travesty and noted that they want no new developments in the neighborhood.
- **Support.** A few respondents noted that they heartily support this project and gladly welcome more housing units into neighborhood, and are excited to see more housing, hopefully not at the displacement of others.
- **Street.** One respondent encouraged adding marked cross-walks to the street.

## 5206 17<sup>th</sup> Ave NW 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	4/4/22	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	<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	4/6/22	Poster mailed to 673 residences and businesses and shared with 3 neighborhood community groups. Map and details of mailing are in Appendix A.
I.D. II.A.2	Types of Outreach  Outreach Methods for the Plan	<b>CHOICE: High Impact</b> Interactive project website with public commenting function.	4/6/22	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	<b>CHOICE: High Impact</b> Online survey	4/6/22	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"> <li>• Include a brief summary of the proposal</li> <li>• Include the address of the project/property and the SDCI 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>	4/29/22	Copy of direct mailing poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall:	4/29/22	Survey and project website established. Checked for comments

		<ul style="list-style-type: none"> <li>• Include a brief summary of the proposal</li> <li>• Include the address of the project/property and SDCI project number if available</li> <li>• Identify a project contact person</li> <li>• Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant</li> <li>• Include where any additional project information can be found (such as the Seattle Services Portal)</li> <li>• Be publicized on at least one printed outreach method</li> <li>• Be publicly available for a minimum of 21 days</li> <li>• Include a statement informing the public that any information collected may be made public</li> </ul>		daily. Website content and survey results featured in Appendix A.
VI.A.1.	Outreach Documentation	Summary	4/29/22	Outreach Plan copy included in Appendix A.
VI.A.2.	Outreach Documentation	Printed Material Documentation	4/29/22	See notation above for Print Outreach. Copies of poster and mailer distribution map to 673 residents and businesses included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation	4/29/22	See notation above for Digital Outreach. Website content and survey results included in Appendix A.

# 5206 17<sup>th</sup> Ave NW Project

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

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#### *Initial Planning and DON Communication*

- *Listing on DON Blog*
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- *Project Poster*
- *Poster Distribution Details*
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## Early Outreach for Design Review Projects Blog

Department of Neighborhoods

### Search Results for: 5206 17th Ave NW 5206 17th Ave NW

April 7, 2022 by [dearlyoutreach](#)

**Project Address:** 5206 17<sup>th</sup> Ave NW, Seattle WA 98107

**Brief Description:** This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.

**Contact:** Natalie Quick

**Applicant:** Canal West, LLC

**Contact Information:** 520617thAveNWProject@earlyDRoutreach.com

**Type of Building:** Apartment building, construction type V/IIIA

**Neighborhood:** Ballard

**In Equity Area** No

5206 17th Ave NW

Search

#### CATEGORIES

Select Category

#### ARCHIVES

Select Month

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

## City of Seattle Design Review Required Outreach

### *Outreach Plan / February 21st, 2022*

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<b>Project Address:</b>	5206 17 <sup>th</sup> Ave NW, Seattle WA 98107
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<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	Canal West, LLC
<b>Contact Information:</b>	520617thAveNWProject@earlyDRoutreach.com
<b>Type of Building:</b>	Apartment building, construction type IIIA / IA
<b>Neighborhood:</b>	Ballard
<b>In Equity Area</b>	No

#### **OUTREACH PLAN**

We will complete the following outreach components as part of our outreach plan, consistent with Section II.A in the Director's Rule. All outreach methods will provide a disclaimer that information shared by the public may be made available to the general public.

- **Printed Outreach: Direct Mail**  
We will develop a full-color project 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.



# 5206 17<sup>th</sup> Ave NW Project

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---

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# Opportunity to Provide Online Input on the 5206 17th Ave NW Project

## ABOUT THE PROJECT

This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.



SCAN ME

**What:** Let us know what you think! Visit our website at [www.520617thAveNWProject.com](http://www.520617thAveNWProject.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 [520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com).



CITY OF SEATTLE REQUIRED OUTREACH FOR 5206 17TH AVE NW PROJECT

## ADDITIONAL PROJECT DETAILS

**Project Address:**  
5206 17th Ave NW, Seattle, WA 98107

**Contact:**  
Natalie Quick

**Applicant:**  
Canal West LLC

**Additional Project Information on Seattle  
Services Portal via the Project Number:**  
3039194-LU

**Project Email:**  
[520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@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: 5206 17<sup>th</sup> Ave NW Project

Poster Mailing Details

DISTRIBUTION DATE: April 6, 2022

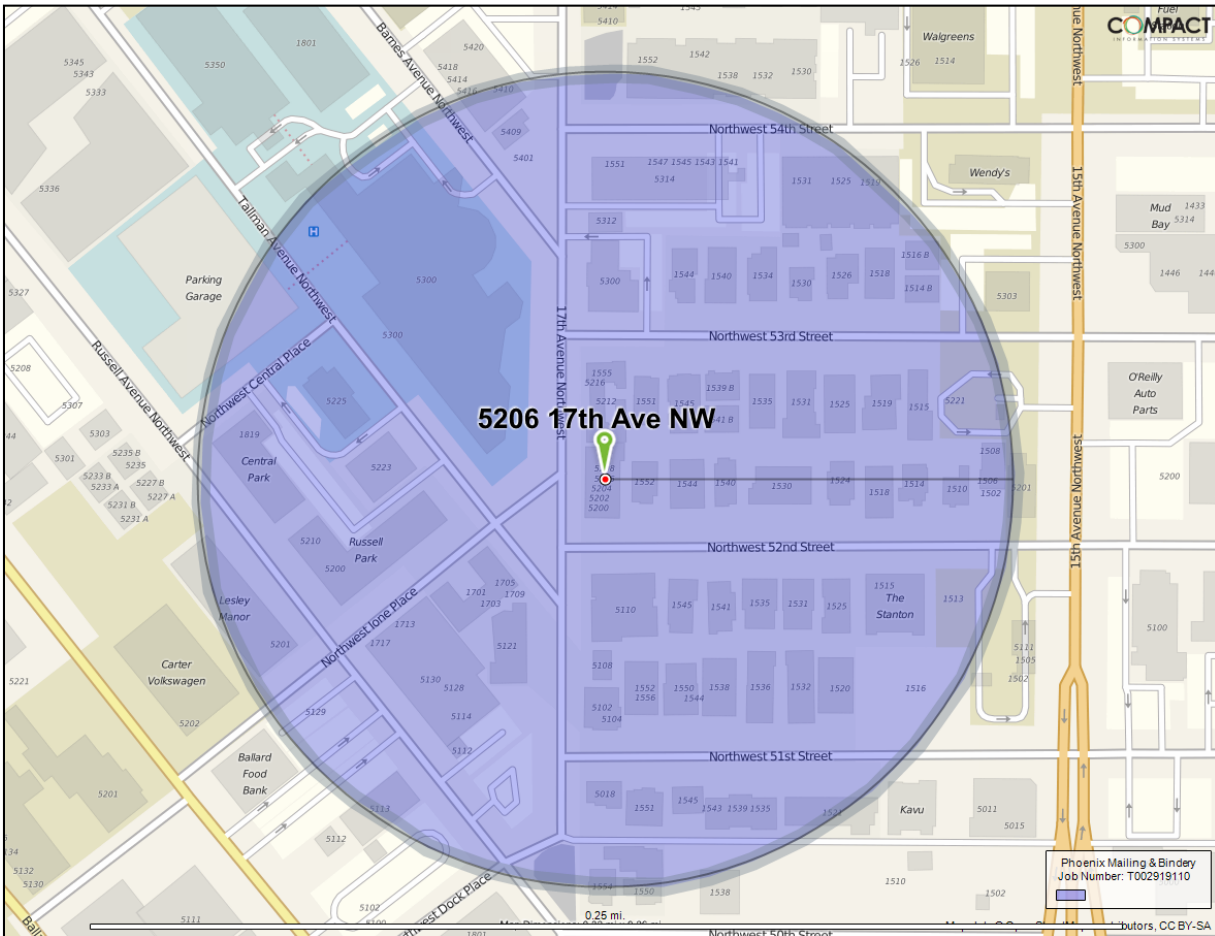
---

<b>Project Address:</b>	5206 17 <sup>th</sup> Ave NW, Seattle WA 98107
<b>Brief Description:</b>	This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.
<b>Contact:</b>	Natalie Quick
<b>Applicant:</b>	Canal West, LLC
<b>Contact Information:</b>	520617thAveNWProject@earlyDRoutreach.com
<b>Type of building:</b>	Apartment building, construction type IIIA / IA
<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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The project flyer was shared with **673 businesses and residents** within a **500-foot radius** of the project addresses of 5206 17<sup>th</sup> Ave NW. A map detailing the mailing radius and invoice confirming delivery follows.

## MAILING MAP



## MAILING INVOICE



Lisa Kidwell <lisakidwell@preciselywrite.biz>

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### Quote: 673 ct - 5206 17th Ave NW Project

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Mike Moazez <Mikem@mmpunions.com>

Wed, Mar 23, 2022 at 11:33 AM

To: Lisa Kidwell <lisakidwell@preciselywrite.biz>, Minuteman Press Seattle <info@mmpunions.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:** 673=\$632.73 + Tax + postage = \$1086.98

**Postage:** 673=\$390.34

*Please allow 3-4 business days to produce*

Unless noted, all prices are based on  
customer-supplied print-ready digital artwork.

Please call me with any questions.

**MAILING CONFIRMATION**



**RE: Request to print & mail flyers (673 ct - 5206 17th Ave NW Project)**



o Customer Service <CSR@mmpunion.com>

Wednesday, April 6, 2022 at 3:55 PM

To: o Lisa Kidwell; Cc: o Natalie Quick; o Melissa Bush; o Traci Paulk; o Minuteman Press Seattle

Hi Lisa,

The mailer for the project located at 5206 17<sup>th</sup> Ave NW has mailed out today.

Thank you,

~Ron

Please reply all.

**[MMPUNION.COM](http://MMPUNION.COM)**

2960 4<sup>th</sup> Ave S Suite 112

Seattle WA 98134-1203

Open: M—F 9am—5pm

# Community Group Notification: 5206 17<sup>th</sup> Ave NW Project

Poster E-Mailing Details  
E-MAILING DATE: April 5, 2022

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

Notification of the 5206 17<sup>th</sup> Ave NW project was sent along with a copy of the project flyer to three community groups listed on the Department of Neighborhoods "Neighborhood Snapshot" on 4/5/22, including:

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

# 5206 17<sup>th</sup> Ave NW Project

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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: 5206 17<sup>th</sup> Ave NW Project | WEBSITE TEXT**  
**Website: [www.520617thAveNWProject.com](http://www.520617thAveNWProject.com)**

---

<b>Project Address:</b>	5206 17 <sup>th</sup> Ave NW, Seattle WA 98107
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<b>In Equity Area</b>	No

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**HOME PAGE**

**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 seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.

**IMAGES:** Project Site

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

**LINK:** Survey- 5206 17<sup>th</sup> Ave NW Survey Click Here

Provide comments here.

Hello and thank you for visiting our 5206 17<sup>th</sup> Ave NW 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.

[520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com)

**FORM:**



Name \*

--	--

First Name Last Name

Email \*

--

Message \*

--

Send

**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.

[520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com)

**LINKS:** Email- 520617thAveNWProject@earlyDRoutreach.com

**BUTTON:** **LEARN MORE**

**TEXT:** 5206 17<sup>th</sup> Ave NW Project  
PROJECT #: 3039194-LU  
This outreach is part of the city of Seattle's required outreach for design review. March 2022.

Project Team

Developer: Canal West, LLC  
Architect: Caron

Project Vision

The project is located near the heart of Ballard in an area with a mix of multi-family residential and businesses with the Ballard Swedish hospital across the street. The project will be multi-family residential building with approximately 140 units and a roof top terrace. Bound between 17<sup>th</sup> Avenue NW and both NW 52<sup>nd</sup> and NW 53<sup>rd</sup> streets, the project will be an attractive and inviting addition to the neighborhood. Landscaping will be provided around the perimeter at grade.

### Estimated Project Timeline

- Permitting: Now – October 2022
- Construction Starting: May 2023
- Construction Completion: December 2024

### Zoning

### Site Plan

### Past Projects

**IMAGES:** Zoning  
Site Plan  
Past Projects

**LINK:** none

**PAGE URL:** [www.520617thAveNWProject.com/project-overview](http://www.520617thAveNWProject.com/project-overview)

## 5206 17th Ave NW 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.



### **5206 17th Ave NW, Seattle**

This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.

[Learn More](#)

# Survey.

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

[5206 17th Ave NW Survey Click Here](#)

## Provide comments here.

Hello and thank you for visiting our 5206 17th Ave NW 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 comments.

[520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com)

5206 17th Ave NW, Seattle WA 98107

Name \*

First Name

Last Name

Email \*

Message \*

Send

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

## Opportunity to Provide Online Input on the 5206 17th Ave NW Project

### ABOUT THE PROJECT

This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit.



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**What:** Let us know what you think! Visit our website at [www.520617thAveNWProject.com](http://www.520617thAveNWProject.com) to learn more about this new project, including the team's proposed vision and approach.

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CITY OF SEATTLE REQUIRED OUTREACH FOR 5206 17TH AVE NW PROJECT

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**Contact:**  
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## Contact us.

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[520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com)

5206 17th Ave NW, Seattle WA 98107

5206 17th Ave NW Project

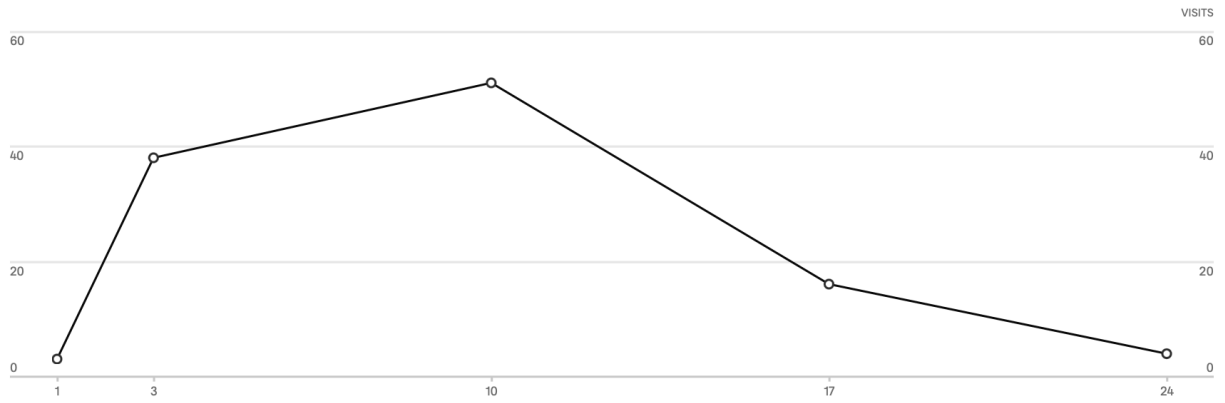
## WEBSITE ANALYTICS

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
112	60.91%	101	165
+3,633% mo/mo	-39% mo/mo	+3,267% mo/mo	+5,400% mo/mo

### Visits

Apr 1–29, 2022 • 112 Total +3,633% mo/mo

Weekly ▾



# 5206 17<sup>th</sup> Ave NW Project

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

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# Community Outreach: 5206 17<sup>th</sup> Ave NW Project

## Comment Summary

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<b>Neighborhood:</b>	Ballard
<b>In Equity Area:</b>	No

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### Comment Total:

- From Website: 6
- From Email: 4
- From Survey: 23

### Design-Related Comments

- **Design & Character.** When asked what is most important about the design of a new building on this property, 62 percent of survey respondents said parking; 58 percent said relationship to neighborhood character; 33 percent said environmentally-friendly features; 14 percent said attractive materials; and 14 percent said interesting and unique design. Respondents encouraged efficient and thoughtful design for both function/aesthetics that is cohesive with the neighborhood and has a connection to the original architectural character of the neighborhood since the new and very modern buildings do not fit. Another respondent encouraged increasing non-pervious surface areas and having more presence of residents on the street.
- **Exterior.** When asked what the most important consideration is for the exterior space on this property, 74 percent of survey respondents said landscaping; 53 percent said lighting and safety features; 27 percent said seating options and places to congregate; and 21 percent said bike parking. Respondents encouraged increasing pedestrian safety treatments and maintaining or improving the pedestrian access along 17<sup>th</sup> as the sidewalks are rough to get around on, and making sure drivers have adequate visibility for pedestrian safety.
- **Height & Scale.** One respondent expressed concern that having a seven-story building in such a tight spot does not fit the surrounding low-built area, and that it will look odd. Others encouraged creating a building with fewer floors that is undisruptive to the current skyline and does not block light into surrounding units.

### Non-Design-Related Comments

- **Parking.** Many respondents expressed concern that parking in the neighborhood is horrible as it is and encouraged adding enough parking for the tenants, as residents who have been living in Ballard for decades are losing valuable street parking near their homes due to the increased development of multi-dwelling buildings that don't offer their own self-sustaining parking.
- **Impacts.** Numerous respondents expressed concern about construction impacts and inquired how construction will affect neighboring properties including the fence separating the project from other properties. Respondents encouraged clear communication and time boundaries, taking into account the downstream negative impacts to existing businesses/residences, providing safe/clear access to local businesses, considering the everyday convenience and livability of existing residents, not inhibiting the functionality of the properties around the project—including not having back yards or driveways being disrupted—and being a positive contribution to the community. Others noted that if street access is impeded, large and clear signs should notify those in traffic/pedestrians that specific businesses are open as normal.

- **Density.** Several respondents noted that they value an increase in density and building as many units in the neighborhood as quickly as possible to improve housing affordability and access.
- **Affordable.** A few respondents encouraged offering affordable and fair rent prices that are accessible to a diverse group of people from various backgrounds and professions.
- **Accessibility.** A few respondents encouraged having accessible housing incorporated into the building so people of all ages and abilities can live in the neighborhood
- **Retail.** One respondent encouraged having first floor retail space.
- **Safety & Security.** One respondent noted that security issues in the area should be considered in the planning process.
- **Amenities.** One respondent encouraged offering Dog Waste Stations.

#### Miscellaneous Comments

- **Oppose.** A few respondents expressed concern that this building will be a travesty and noted that they want no new developments in the neighborhood.
- **Support.** A few respondents noted that they heartily support this project and gladly welcome more housing units into neighborhood, and are excited to see more housing, hopefully not at the displacement of others.
- **Street.** One respondent encouraged adding marked cross-walks to the street.

# 5206 17<sup>th</sup> Ave NW Project Survey

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Thank you for taking the time to complete our survey for the 5206 17<sup>th</sup> Ave NW project! This project proposes construction of a new seven-story apartment building with approximately 140 units, 27 parking stalls, and bike stalls at one per unit. We would like to hear your thoughts on our vision and approach for this project.

This survey will be open from April 8, 2022 to April 29, 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.

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

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

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

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7. Anything else you'd like to add?

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#### FORM SUBMITTED PAGE

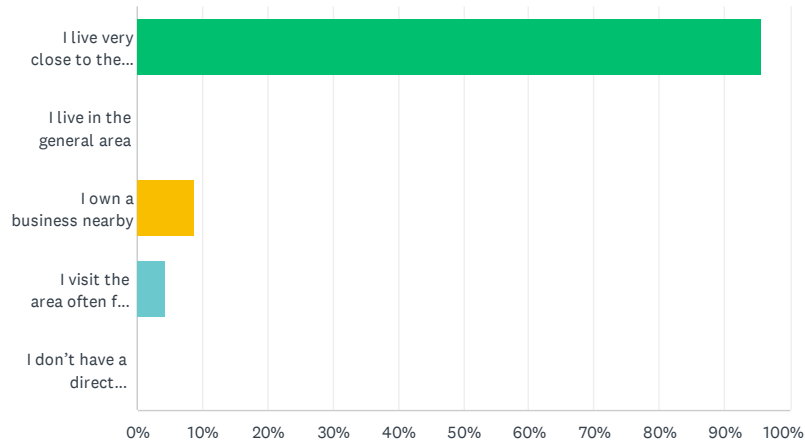
Thank you for sharing thoughts! Your feedback is very helpful as we plan our proposed project. To track our progress through the design review and permitting process, look-up the project address (5206 17<sup>th</sup> Ave NW) in the [Seattle Services Portal](#). To learn more about the early outreach for design review process, visit the [Department of Neighborhoods webpage](#). You may also send us an email at [520617thAveNWProject@earlyDRoutreach.com](mailto:520617thAveNWProject@earlyDRoutreach.com).

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# 5206 17th Ave NW Project Survey

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

Answered: 23 Skipped: 0



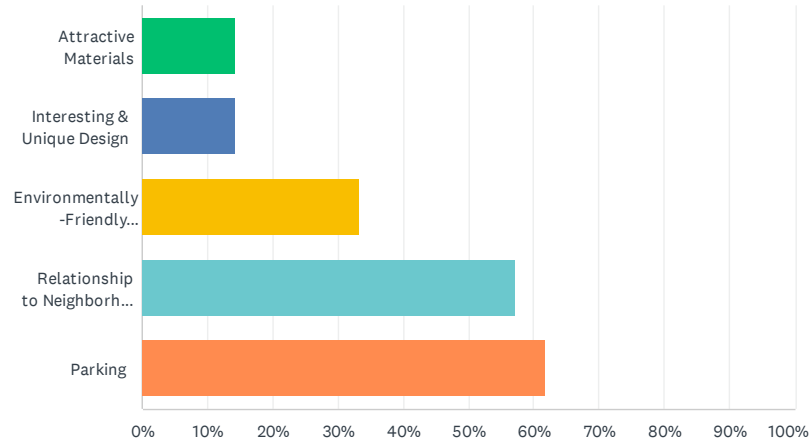
ANSWER CHOICES		RESPONSES	
I live very close to the project		95.65%	22
I live in the general area		0.00%	0
I own a business nearby		8.70%	2
I visit the area often for work or leisure		4.35%	1
I don't have a direct connection, but I care about growth and development in Seattle		0.00%	0
Total Respondents: 23			

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

5206 17th Ave NW Project Survey

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

Answered: 21 Skipped: 2



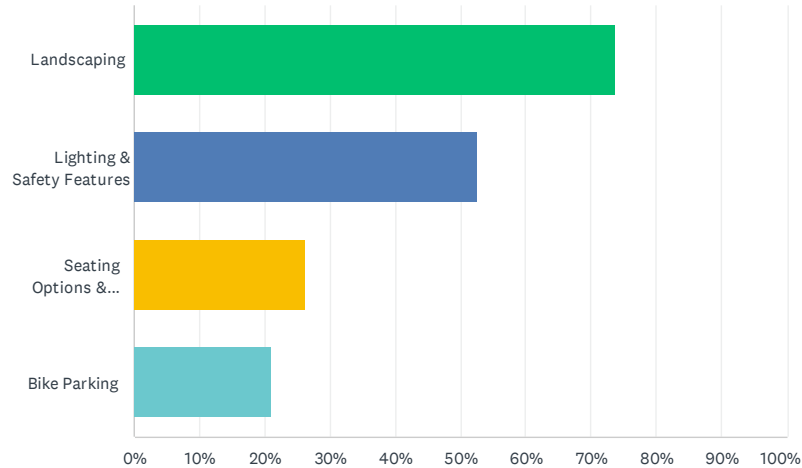
ANSWER CHOICES		RESPONSES	
Attractive Materials		14.29%	3
Interesting & Unique Design		14.29%	3
Environmentally-Friendly Features		33.33%	7
Relationship to Neighborhood Character		57.14%	12
Parking		61.90%	13
Total Respondents: 21			

#	OTHER (PLEASE SPECIFY)	DATE
1	undisruptive to current skyline	4/10/2022 8:19 PM
2	Build a lot of units!	4/8/2022 9:27 PM
3	Build a lot of units	4/8/2022 9:21 PM

5206 17th Ave NW Project Survey

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

Answered: 19 Skipped: 4



ANSWER CHOICES	RESPONSES	
Landscaping	73.68%	14
Lighting & Safety Features	52.63%	10
Seating Options & Places to Congregate	26.32%	5
Bike Parking	21.05%	4
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	I care about the accessibility of the complex	4/21/2022 8:56 AM
2	Dog poop bag stations	4/15/2022 7:13 AM
3	Don't care about this, just parking.	4/13/2022 5:34 PM
4	automobile parking	4/11/2022 3:11 PM
5	Not enough parking spots for 140 flats	4/9/2022 7:57 PM

5206 17th Ave NW Project Survey

## Q4 What do you value most as new developments are built in your neighborhood?

Answered: 23 Skipped: 0

#	RESPONSES	DATE
1	Affordability, so more houses for more people	4/21/2022 8:56 AM
2	A connection to the original architectural character of the neighborhood, even as housing becomes more dense.	4/18/2022 7:58 PM
3	More presence of residents on the street. Increase in non-pervious surface areas.	4/18/2022 2:21 PM
4	What I value most as new developments are being built in my neighborhood is that they consider the issues the area already faces. This area is already heavily saturated with cars and is difficult to come home and park daily, and even more frustrating when inviting guests over,	4/15/2022 7:13 AM
5	Keeping overcrowding and already unavailable parking at bay	4/14/2022 3:33 PM
6	More housing!	4/13/2022 7:52 PM
7	Parking. I cannot park on my street because there are never any spaces. People regularly park illegally because of this and create issues driving in the neighborhood.	4/13/2022 6:19 PM
8	There isn't enough parking in the neighborhood as it is and having to walk 5 minutes to and from my car every day is a hassle and a safety risk. Adding so many new apartments without sufficient parking is just going to make living here insufferable.	4/13/2022 5:34 PM
9	Taking into account the downstream negative impacts to existing businesses and residences due to construction & design.	4/13/2022 10:43 AM
10	1st floor retail space	4/13/2022 9:29 AM
11	I want no new developments in this neighborhood. If new developments must be made, I want them to have very few units and adequate off street parking provided to every resident.	4/12/2022 12:22 PM
12	Safe and clear access to local businesses	4/12/2022 11:15 AM
13	Appropriate parking included in the project as on-street parking is already tight	4/11/2022 5:50 PM
14	Consideration for the everyday convenience and livability of the existing residents of the neighborhood.	4/11/2022 3:11 PM
15	How livable the plan actually is. This area is already crowded and there are minimal options for parking, especially for visitors.	4/11/2022 11:53 AM
16	Cohesiveness with current neighborhood. Fair rent prices accessible to a diverse group of people from various background and professions.	4/10/2022 8:19 PM
17	For them to not inhibit on the functionality of properties around them	4/10/2022 10:54 AM
18	Parking slots !!!!!	4/9/2022 7:57 PM
19	I value an increase in density	4/9/2022 12:05 AM
20	I value building as many apartments/condos/units in our neighborhood as quickly as possible to improve housing affordability and access.	4/8/2022 9:27 PM
21	I believe we need to increase the number of housing units in the area.	4/8/2022 9:21 PM
22	Not blocking light into surrounding units, construction with clear communication and time boundaries	4/8/2022 4:17 PM
23	Nothing	4/8/2022 2:41 PM



5206 17th Ave NW Project Survey

## Q5 Is there anything specific about this neighborhood or property that would be important for us to know?

Answered: 18 Skipped: 5

#	RESPONSES	DATE
1	The sidewalks are rough to get around on if you are a wheelchair user	4/21/2022 8:56 AM
2	Parking is already very difficult. Any new build should have adequate parking for every resident.	4/18/2022 7:58 PM
3	Parking is horrible as it is. Would be made worse with 140 apartment units and only 27 parking spots	4/15/2022 7:13 AM
4	Plz don't do it	4/14/2022 3:33 PM
5	There is rarely any street parking	4/13/2022 6:19 PM
6	Add enough parking for the tenants so street parking doesn't get worse.	4/13/2022 5:34 PM
7	Street parking is already very competitive and I worry this development does not include enough parking.	4/13/2022 9:29 AM
8	There is no parking in Ballard and the population should not be increased by building multi-story apartment complexes.	4/12/2022 12:22 PM
9	Parking signage on local streets will probably need to be updated.	4/12/2022 11:15 AM
10	No	4/11/2022 5:50 PM
11	The street parking in and around this neighborhood is already overextended. Having 27 dedicated parking spots for 140 new residences is not only insufficient, it is woefully insufficient.	4/11/2022 3:11 PM
12	The area is already incredibly crowded when it comes to parking. I am confused what on earth the thinking is behind this. And to make it worse, only one bike parking stall for each apartment? Curious what kind of drugs make the planners of this project this level of delusional. If this was in an area with better transit connections, that would be one thing, but that is not yet the case and that isn't going to be changing anytime soon.	4/11/2022 11:53 AM
13	How will construction affect the neighboring property, specifically the fence separating it from other properties	4/10/2022 10:54 AM
14	This area has too little parking slots and your project do no good to that !!! Your building has to have more parking spaces for 140 flats !!!!	4/9/2022 7:57 PM
15	There are some security issues in the area that should be considered in the planning process	4/9/2022 12:05 AM
16	Maintaining or improving the pedestrian access along 17th is also important to me - that area receives a lot of foot traffic. As a driver, it can be difficult to make turns onto 17th going west from 52nd and 53rd, so making sure drivers have adequate visibility is important for pedestrian safety.	4/8/2022 9:27 PM
17	No	4/8/2022 9:21 PM
18	It's in a neighborhood that doesn't have block long 7 stories high, and will look very odd!!	4/8/2022 2:41 PM

5206 17th Ave NW Project Survey

## Q6 What do you think are the top considerations for making this building successful?

Answered: 19 Skipped: 4

#	RESPONSES	DATE
1	Affordable, accessible housing incorporated into the building so people of all ages and abilities can live in the neighborhood	4/21/2022 8:56 AM
2	Ballard is an old neighborhood, and keeping the architectural style should be a priority. The new and very modern buildings that are currently going in do not fit, and should have been designed in the style of the original neighborhood.	4/18/2022 7:58 PM
3	Increased pedestrian safety treatments across 17th. Particularly at 53rd. Marked cross-walks.	4/18/2022 2:21 PM
4	Needs more parking in its internal structure	4/15/2022 7:13 AM
5	Making a free public parking option in the parking deck	4/14/2022 3:33 PM
6	Parking spots	4/13/2022 6:19 PM
7	Parking. Seriously. Just the parking. It could be a concrete box that blasts showtunes on repeat and I wouldn't care so long as it doesn't make parking worse.	4/13/2022 5:34 PM
8	Adding only 27 parking spots for 140 residential units is going to put additional strain on the shortage of parking in the Ballard neighborhood. Businesses are already suffering with the impending permanent closure of NW Ballard Ave to allow for street seating, while residents who have been living in Ballard for decades are losing valuable street parking spots near their homes due to the increased development of multi-dwelling buildings that don't offer its own self-sustaining parking lots.	4/13/2022 10:43 AM
9	This building will be a travesty for the neighborhood.	4/12/2022 12:22 PM
10	Efficient and thoughtful design both for function and aesthetics.	4/12/2022 11:15 AM
11	A parking structure that accommodates the entire building	4/11/2022 5:50 PM
12	I'm sure your building will be \$uccessful as planned. However, its' disregard for substantially exasperating already scarce neighborhood street parking shows indifference and disrespect for us long term resident's Ballard living standards.	4/11/2022 3:11 PM
13	How realistic and livable is it actually if the planners are honest with themselves? Not everything has to be about squeezing every dime possible out of it. Having a 7-story building in such a tight spot also doesn't fit the surrounding, low-built area.	4/11/2022 11:53 AM
14	How are you defining success?	4/10/2022 8:19 PM
15	Parking slots !!! This area already clogged and straggling for not enough parking	4/9/2022 7:57 PM
16	Just to be a positive contribution to the community	4/9/2022 12:05 AM
17	Making sure the building gets built! We need more housing desperately, so getting the project to the finish line would be a great success.	4/8/2022 9:27 PM
18	Increase housing stock in Seattle	4/8/2022 9:21 PM
19	Don't build it!!	4/8/2022 2:41 PM






5206 17th Ave NW Project Survey

## Q7 Anything else you'd like to add?

Answered: 16 Skipped: 7

#	RESPONSES	DATE
1	Excited to see more housing! Hopefully not at the displacement of others though.	4/21/2022 8:56 AM
2	Not providing enough off-street parking. This area has limited public parking, which is already occupied by hospital visitors and used by Carter Volkswagen/Subaru to store cars.	4/18/2022 2:21 PM
3	I get that this is a growing area but it is a lot less enjoyable with a heavier concentration of cars. Let's try and compromise by allowing for more internal space to your plans to allow for a higher percentage of your future tenants to have parking and in turn a less stressful living environment.	4/15/2022 7:13 AM
4	More parking.	4/13/2022 6:19 PM
5	I will absolutely move if parking gets worse.	4/13/2022 5:34 PM
6	If streets are impeded, large and clear signs notifying those in traffic and pedestrians that specific businesses are open as normal.	4/12/2022 11:15 AM
7	Please include a large garage	4/11/2022 5:50 PM
8	140 more new residences added to our growing Ballard neighborhood is inevitable... but providing only 27 parking spaces! speaks more of greed than good planning.	4/11/2022 3:11 PM
9	Very against this project. What in the actual fuck are you idiots thinking? Have you actually lived in the area yourselves?	4/11/2022 11:53 AM
10	Consider building fewer floors.	4/10/2022 8:19 PM
11	Concerned about construction impact on the property next door - sound, ability to have our back yard not be disrupted or our driveway	4/10/2022 10:54 AM
12	Don't build this thing without at least 30% parking coverage for number of your flats.	4/9/2022 7:57 PM
13	I welcome more development in our neighborhood and heartily support this project. Thank you!	4/8/2022 9:27 PM
14	I live two blocks north of this project. I would gladly welcome more apartments and housing units in my neighborhood.	4/8/2022 9:21 PM
15	why can't you make it two story to match the surrounding buildings?	4/8/2022 4:17 PM
16	Build somewhere else not here	4/8/2022 2:41 PM


## PROJECT EMAILS/COMMENTS

 Squarespace <form-submission@squarespace.info>     ...  
Tue 4/12/2022 1:19 PM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Cameron Gelber  
**Email:** cam.gelber@gmail.com

**Message:** This is a horrible idea that I oppose vehemently. There is already severe parking shortages in the neighborhood and we don't need the problem to get any worse.

 Alex Enger <alexandercenger@gmail.com>     ...  
Tue 4/12/2022 8:35 PM  
To: 5206 17th Ave NW Project

Thank you for asking the public's opinion about this building project. In my humble opinion, the city government should cause more parks to be created in areas where housing density is increasing. In the aerial photo that you sent me of the project site and surrounding area, there is no public playfield or park visible. As density increases, parks are more and more necessary. Where are the children going to play? Are kids going to have to cross busy 15th to get to Gilman playground? Will their parents have to drive them somewhere every time they need to stretch their legs? Will the people living here be stranded in a crowded building in a sea of traffic? Don't let that happen! Set aside some land for new parks, and everyone will benefit. The property value of surrounding land will increase as it will be more livable and desirable.






Thanks again for asking my opinion, and have a good day.

 Squarespace <form-submission@squarespace.info>     ...  
Wed 4/13/2022 8:51 PM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Owen Phillips  
**Email:** owen@owenap.com






**Message:** Fuck yea! More housing!

 Squarespace <form-submission@squarespace.info>     ...  
Fri 4/15/2022 8:52 AM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Andrew Brenner  
**Email:** abrenner319@gmail.com

**Message:** On the front end, I'd like to disclose that I am not against building more housing units in general. This city is significantly behind on keeping up with demand for housing considering the influx of new tenants each month and the rent prices increasing significantly as a result of low supply. This project, however, poses severe impact to the street parking availability in the surrounding neighborhoods. The neighborhoods endure street parking challenges in the current state without the addition of large scale housing developments. This project seeks to accommodate only 27 dedicated spaces for 140 occupants, many of whom will have more than one vehicle per unit. A conservative estimate would put an additional 100+ vehicles on the streets competing for daily parking with the hospital, the breweries, current residents and visitors. My feedback is not to dissuade the addition of new units, but rather to reconsider parking accommodations to scale appropriately with the number of units being built. Thank you!

 Squarespace <form-submission@squarespace.info>     ...  
Mon 4/18/2022 3:26 PM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Scott James  
**Email:** skj@twaint.com

**Message:** This project does not provide anywhere near enough off-street parking. 27 slots and probably putting at least 100 new cars in the neighborhood. This is an area with very few overnight parking spots, already pressured by hospital customers and by Carter Volkswagen, which regularly stores cars in public parking slots. City should either make this a resident only parking area, or require realistic amounts of off-street parking for new buildings.

**S** Squarespace <form-submission@squarespace.info>  
Mon 4/18/2022 8:54 PM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Zack Scheidker  
**Email:** zscheidker@gmail.com

**Message:** I am concerned about only 27 parking stalls for 140 units. Parking is already very difficult in the neighborhood, so any new build needs to have adequate parking to accommodate every resident. While public transit is widely available in Ballard, the reality is most, if not all, units will have at least one car associated with it. EV charging would be a huge bonus as well.

**DA** Dennis Alquist <dennisalquist@live.com>  
Tue 4/19/2022 4:10 PM  
To: 5206 17th Ave NW Project

I am very against this apartment project. Off street parking in this neighborhood is very hard to come by. This new project would mean finding a parking spot off street would be impossible. There will be 100 new people looking for a parking spot on the street! Send this project to the nice streets of Magnolia.

By the way why don't you put that money into cleaning the streets around here. New York City cleans their streets and neighborhoods once a week. This neighborhood has not seen a street sweeper for years. They are filthy! Also do something about all the graffiti, smashed car windows and homeless camps around here. You are showing your self as very weak people and being very timid to deal with these problems. You are all paralyzed with fear to take real action.

**S** Squarespace <form-submission@squarespace.info>  
Tue 4/26/2022 10:32 AM  
To: 5206 17th Ave NW Project

Sent via form submission from [5206 17th Ave NW Project](#)

**Name:** Iden Alba  
**Email:** idenalba@gmail.com

**Message:** As a resident on 17th and 51st street right below this block, I can say that parking is already scarce and difficult to get. Almost all of the blocks/buildings/townhomes nearby rely on street parking, and having downtown Ballard to the left and breweries below makes this especially bad during Friday-Sunday.

My only complaint is that 27 parking stalls for 140 new units is a terrible ratio. I feel that more underground parking under your building is needed or something, because adding that many more residents without adding enough parking is only going to make things worse.

I know that below Kavu there's a ton of open space that's private, and the Subaru dealership has two nearby parking lots, that maybe can be repurposed for general parking.

**AC** Arne Christensen <arnolfini@earthlink.net>  
Tue 4/26/2022 6:05 PM  
To: 5206 17th Ave NW Project

I live a block away from this proposal for what I suppose would be 140 tiny apartments. This development is the kind of change that makes a move out of the neighborhood more attractive. It is part of the trend of Seattle having more and more solitary people in small apartments who own very little, have very little meaningful interaction with their surroundings, and seem to spend all their spare time on their phones.

**D** dg@ei.house  
Thu 4/28/2022 4:50 PM  
To: 5206 17th Ave NW Project

Hello, How's the 5206 17th Ave NW project progressing?

Our Ship Lofts development on Thea Foss now has 94% committed funds. We were able to get C-PACE passed in Pierce County last week with everything we lobbied for. Our financial partner will put 30% into the cap stack (\$20m) and our senior debt group will accept it as equity in the project.

Is it already part of your cap stack for the project? For Pierce/King Counties, it's retroactive back to January 2021. Love your project and it should take advantage of all green/sustainable initiatives and incentives.

Here's a link to King County program which Pierce county will replicate: <https://kingcounty.gov/services/environment/stewardship/sustainable-building/pace.aspx>

Would you like an introduction to our group? They have funded 407+ C-PACE projects and they're backed by one of the largest funds in the US.