

Early Community Outreach Plan

900 12th Ave, S, Seattle

NEIGHBORHOOD: Capitol Hill

EQUITY AREA: Yes

Project Description:

The proposed project is 130—180 residential units planned above the redesigned home of Photographic Center Northwest. The transformed building will continue to support the mission and vision of the Center as the art anchor of the community.

Printed:

Outreach: 11x17 posters hung in a minimum of 10 local publicly accessible venues, located within approximately a half mile from the proposed site. At least half of the posters must be visible from the sidewalk (**High Impact Method**). The posters will contain the project information (address/brief description), link/QR code to the project website & survey, and project contact information. Copy of the poster will be sent to community organizations.

Additional: Poster will be translated to Traditional Chinese, Vietnamese and Spanish. All 4 versions (including English) will be hung together at each location (12).

Documentation: Posters submitted to DON, written description of each poster location, photos of hung posters.

Digital/Electronic:

Outreach: Interactive project website with public commenting function (**Multi-pronged and High-impact Method**). Send an email to all the community organizations listed on the neighborhood snapshot letting them know about the project and survey. Invite them to pass along to their community. Will contain project information (address/brief description), link to survey, project contact information, and more info linked to the Seattle Services Portal.

Additional: Translate entire website into Traditional Chinese, Vietnamese and Spanish.

Documentation: Link to website, a screenshot of the website, coded data from public comment function.

Digital/Electronic:

Outreach: Online Survey (**High-impact method**). Will contain project information (address, contact and direct more project information to the Seattle Services Portal.).

Additional: Translate entire survey into Traditional Chinese, Vietnamese, and Spanish. Will feature prominently at the top of website in language.

Documentation: Provide link to survey, and coded data from survey responses.

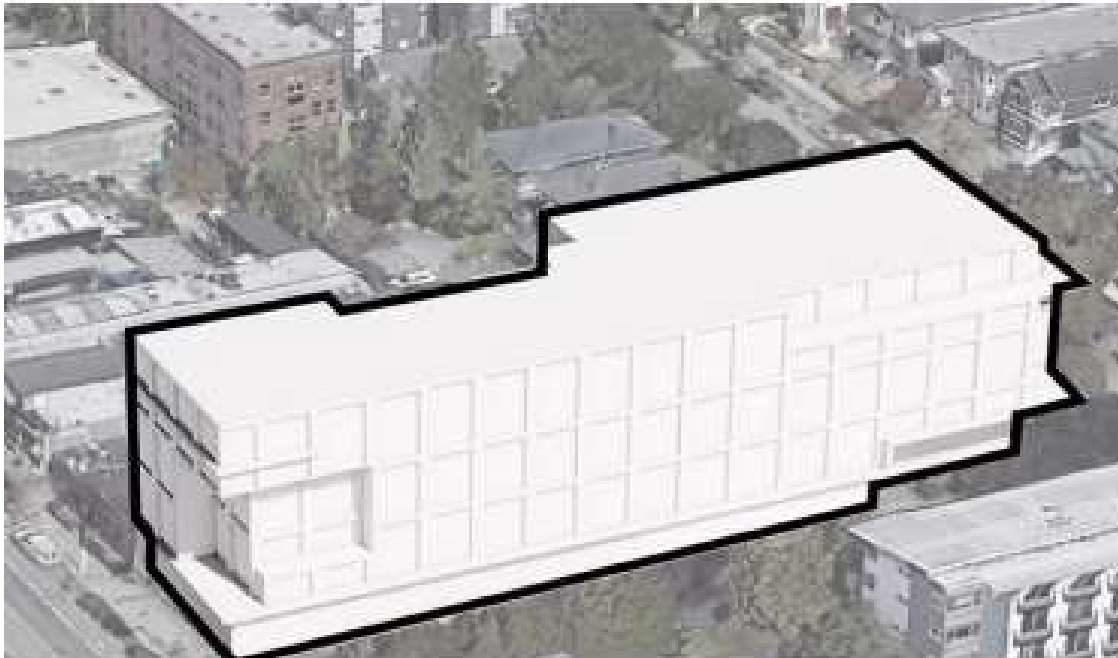
PRINTED OUTREACH

Outreach: 11x17 posters hung in a minimum of 10 local publicly accessible venues, located within approximately a half mile from the proposed site. At least half of the posters must be visible from the sidewalk (**High Impact Method**). The posters will contain the project information (address/brief description), link/QR code to the project website & survey, and project contact information. Copy of the poster will be sent to community organizations and ethnic media.

Additional: Poster will be translated to Traditional Chinese, Vietnamese and Spanish. All 4 versions (including English) will be hung together at each location (12).

Documentation: Posters submitted to DON, written description of each poster location, photos of hung posters.

FOCUS APARTMENTS



NEW PROJECT IN YOUR NEIGHBORHOOD

Please visit our website to learn more,
provide feedback & take a survey

The proposed project is 130—180 residential units planned above the redesigned home of Photographic Center Northwest. The transformed building will continue to support the mission and vision of the Center as the art anchor of the community.

Take the Survey



Visit our Website



Project Address: 900 12th Ave, Seattle, WA 98122

Contact: Cindy Li

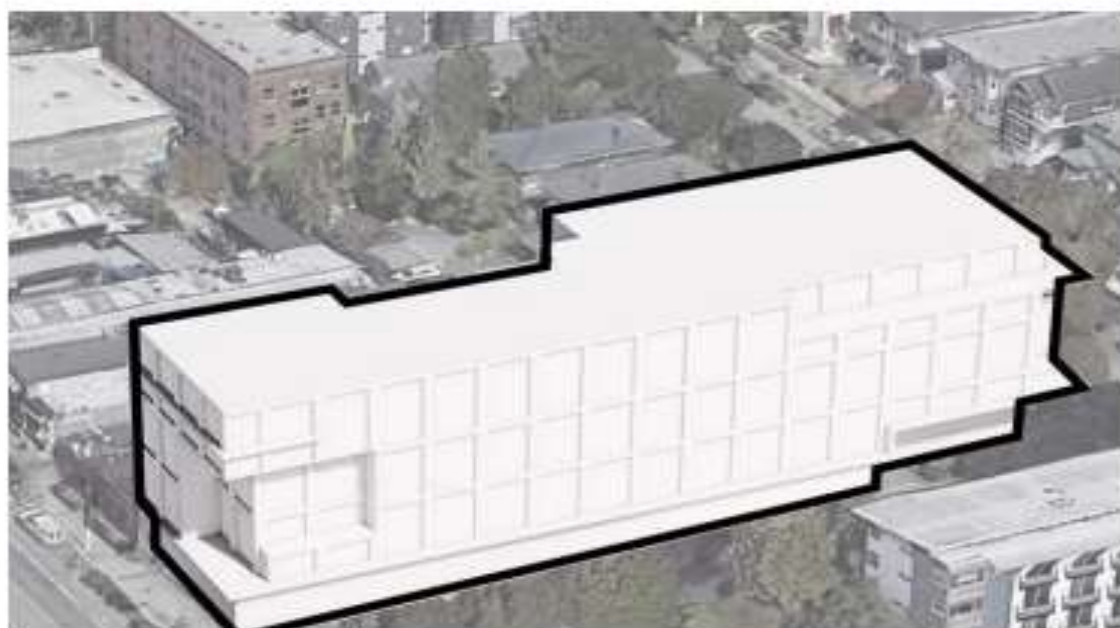
Project Contact Email: info@vibrantcities.com

Project Website: <https://www.focusseattle.com>

Privacy Statement:

Information you share in this survey could be made public. Please do not share any personal/sensitive information.

聚焦 公寓



您所在社區的新專案

請訪問我們的網站瞭解更多資訊，
提供反饋並進行調查

擬議的專案是 130 - 180 個住宅單元，計劃在重新設計的西北攝影中心住宅上方。改造後的建築將繼續支援中心作為社區藝術支柱的使命和願景。

參加調查



訪問我們的網站



項目位址: 900 12th Ave, Seattle, WA 98122

聯繫: Cindy Li

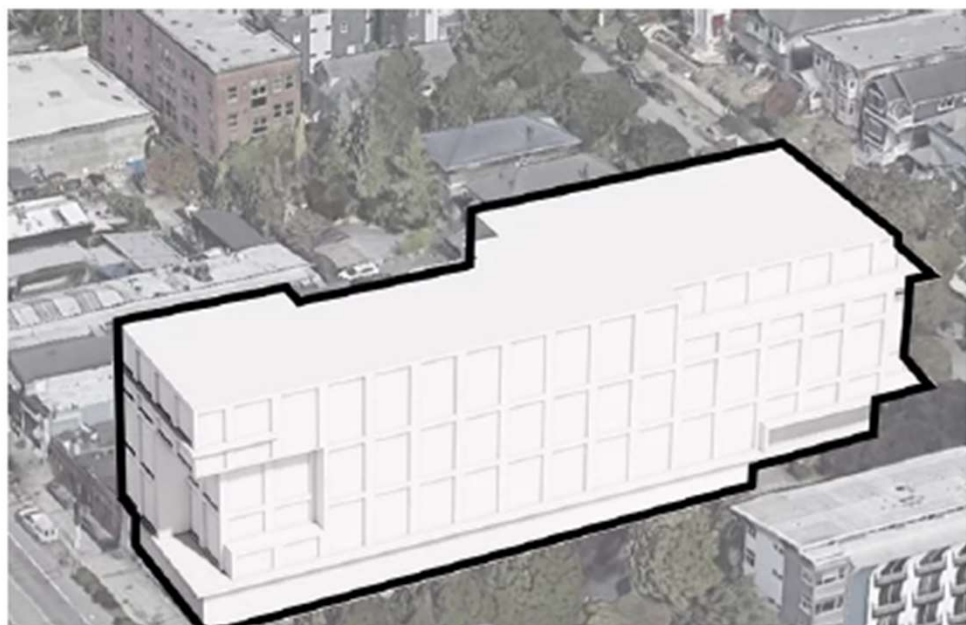
項目聯繫人電子郵件: info@vibrantcities.com

項目網站: <https://www.focusseattle.com/中文-繁體>

隱私聲明:

您在本次調查中分享的信息可能會被公開。請不要分享任何個人/敏感信息。

TẬP TRUNG VÀO 12



DỰ ÁN MỚI TRONG KHU VỰC GÂN ĐÂY CỦA BẠN

VUI LÒNG TRUY CẬP TRANG WEB CỦA CHÚNG TÔI ĐỂ TÌM
HIỂU THÊM, CUNG CẤP PHẦN HỒI VÀ THỰC HIỆN KHẢO SÁT

Dự án được đề xuất là 130-180 đơn vị dân cư được quy hoạch bên trên ngôi
nhà được thiết kế lại của Trung tâm Nhiếp ảnh Tây Bắc.

**Tham gia cuộc khảo
sát của chúng tôi**



**Truy cập trang web
của chúng tôi**



Địa chỉ dự án: 90012th Ave, Seattle, WA 98122

Liên hệ: Cindy Li

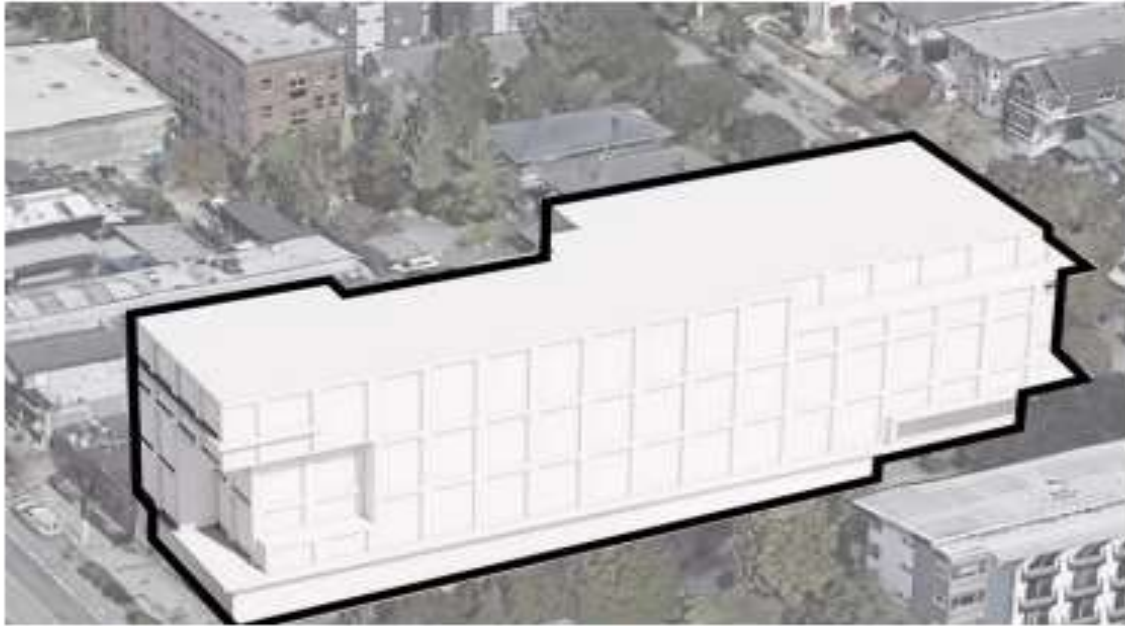
Email liên hệ dự án: info@vibrantcities.com

Trang web Dự án: <https://www.focusseattle.com/eng-viet-1>

Cam kết bảo mật:

Cam kết bảo mật: Thông tin bạn chia sẻ trong cuộc khảo sát này có thể được công khai. Vui lòng không chia sẻ bất kỳ thông tin cá nhân / nhạy cảm nào.

Enfocar en 12th



NUEVEO PROYECTO EN SU BARRIO

VISITE NUESTRO SITIO WEB PARA OBTENER MÁS
INFORMACIÓN, PROPORCIONAR COMENTARIOS Y
HACER UNA ENCUESTA

El Proyecto propuesto es de 130 a 180 unidades residenciales planificadas sobre la casa rediseñada del Fotográfico Centrar de Noreste. El edificio transformado continuará apoyando la misión y la visión del Centro como el ancla del arte de la comunidad.

Responde nuestra encuesta



Visite nuestro sitio web



Dirección del proyecto: 900 12th Ave, Seattle, WA 98122

Contacto: Cindy Li

Correo electrónico de contacto del proyecto: info@vibrantcities.com

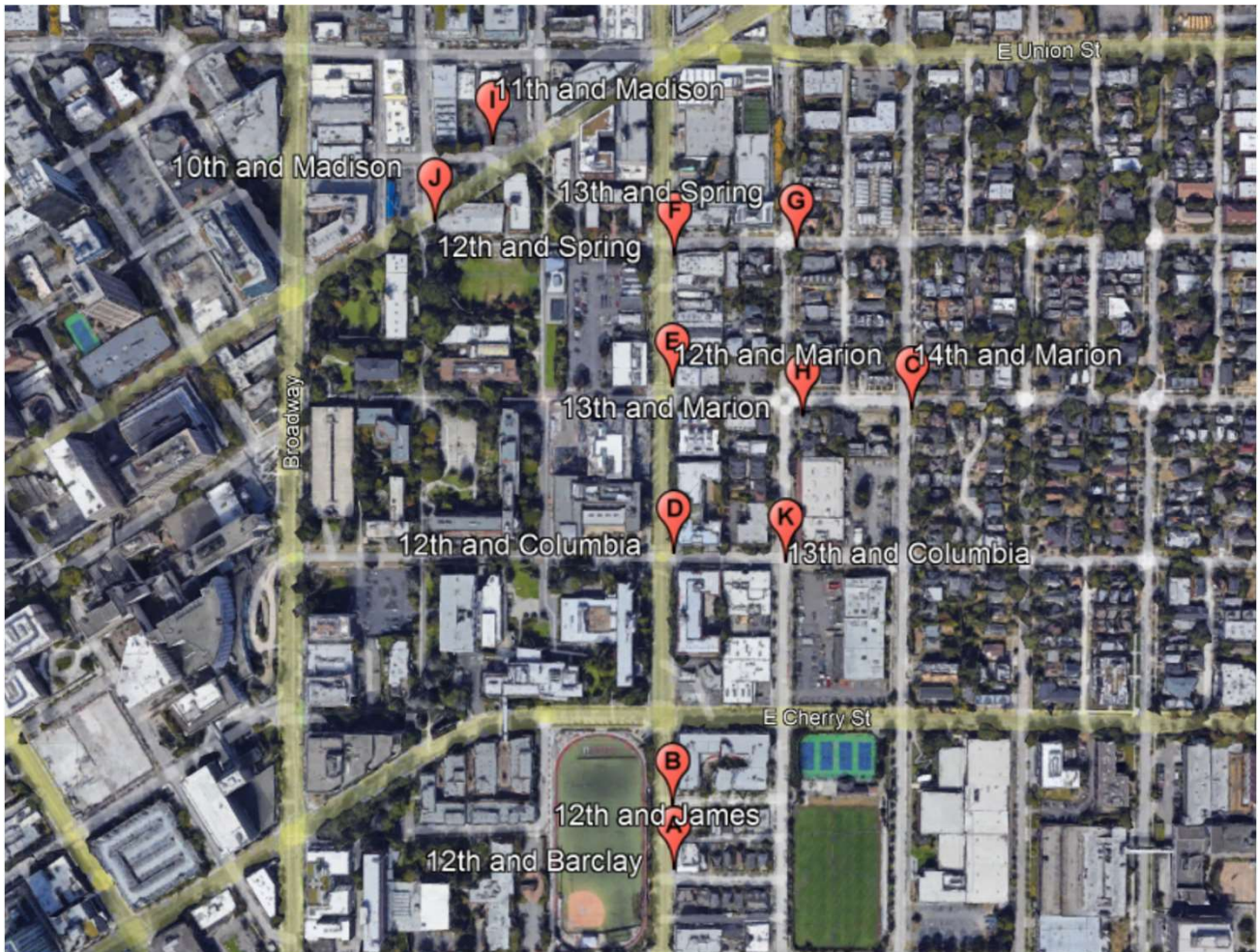
Sitio web del proyecto: <https://www.focusseattle.com/español-1>

Declaración de privacidad:

La información que comparta en esta encuesta podría hacerse pública. No comparta ninguna información personal o confidencial.

Project Address: 900 12th Ave, S, Seattle
DPD Project Numbers: #3039185-EG
Date website/ survey became public: Wed, April 6th, 2022 (Live until April 27th, 2022)
Date posters were hung: Wed, April 13th, 2022

POSTER LOCATIONS ALL VISIBLE FROM THE STREET:



- A. 12th and E Barclay Court telephone pole
- B. 12th and E James Court telephone pole
- C. 14th and E Marion Street telephone pole
- D. 12th and E Columbia Street telephone pole
- E. 12th and E Marion Street telephone pole (in front of PCNW)
- F. 12th and E Spring Street telephone pole
- G. 13th and E Spring Street telephone pole
- H. 13th and E Marion Street telephone pole
- I. 11th and E Madison Street telephone pole
- J. 10th and E Madison Street telephone pole
- K. 13th and E Columbia Street telephone pole

A. 12th & Barclay



B. 12th & James



C. 14th & Marion



D. 12th & Columbia



E. 12th & Marion, in front of PCNW



F. 12th & Spring



G. 13th & Spring



H. 13th & Marion



I. 11th & Madison



J. 10th & Madison



K. 13th & Columbia



Digital/Electronic:

Outreach: Project website with interactive public commenting function (**Multi-pronged and High-impact Method**). Send an email to all the community organizations listed on the neighborhood snapshot letting them know about the project and survey. Will contain project information (address/brief description), link to survey, project contact information, and more info linked to the Seattle Services Portal.

Additional: Translate entire website into Traditional Chinese, Vietnamese and Spanish.

Documentation: Link to website, a screenshot of the website, coded data from public comment function.

New Project In Your Neighborhood

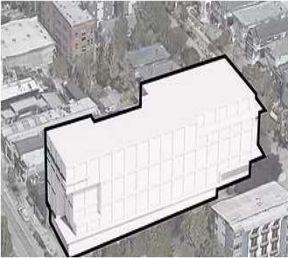
WHAT: You can the project team with this new project by completing the survey
TO TAKE SURVEY [CLICK HERE](#). Please complete the survey between April 7th - April 27th

LOCATION: 900 12th Ave, Seattle, WA 98122

PROJECT: The proposed project is a 150-180 residential unit building above the planned redesigned home of Photographic Center Northwest. The transformed building will continue to support the mission and vision of the Center as the art anchor of the community.

NOTE: Please see Language Menu at Top of Website for English, Spanish, Chinese (Traditional) and Vietnamese Website Translation

Additional Project Information on Seattle Services Portal via the Project Address: 900 12th Ave
More Services Portal information can be found at this page: <https://focusseattle.com/Portal/Welcome.aspx>



Submit Comments

If you have any questions or comments please leave below

Privacy Statement:
Information you share in this survey could be made public. Please do not share any personally sensitive information.

First Name*

Last Name*

Email*

Phone

Comments/Feedback*

Submit



您社區的新項目

內容： 通過本項新建築項目將為現有物業帶來新的項目，以滿足社區需求。
於 4 月 1 日至 4 月 27 日之間在該項目

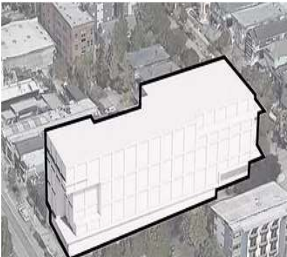
位置： 900 D Ave, 西雅圖 WA 98107

設計： 該項目的設計由 100% 設計建築公司，針對其重要設計師的長期中心注
意之上，為該項目的設計提供中心作為社區的公共設施。

注意： 該項目的設計將為該項目的設計，以滿足社區需求，中文（繁體）和該項目的設計。

該項目的設計將為該項目的設計，以滿足社區需求，900 D Ave

該項目的設計將為該項目的設計，以滿足社區需求，<https://www.focusseattle.com/Portals/0/Viewing.aspx>



提交評論

如果您有任何問題或建議，請在下方留言。

留下您的：

如果您有任何問題或建議，請在下方留言。請不要忘記在下方輸入您的姓名。

名*

姓*

電話*

地址

評論/建議*

提交



NUEVO PROYECTO EN SU BARRIO

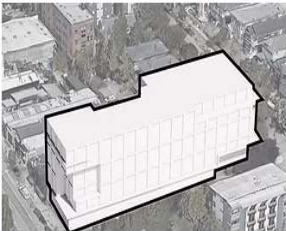
¡Qué! Ayuda al equipo del proyecto con este nuevo proyecto completando la encuesta. Pasa RENC DAB LA ENCUESTA RENC [CLIC AQUÍ](#)
Completa la encuesta antes el 17 de abril de el 27 de abril

UBICACIÓN: 900 12th Ave, Seattle, WA 98122

PROYECTO: El Proyecto propuesto es de 150 a 180 unidades residenciales planificadas sobre la casa histórica del Fotografía Centro de Noroeste. El edificio transformado continuará apoyando la misión y la visión del Centro como el único del arte de la comunidad.

NOTA: Consulte el menú de idiomas en la parte superior del sitio web para la traducción del sitio web en inglés, español, chino tradicional y vietnamita.

Información adicional del proyecto en el portal de servicios de Seattle a través de la dirección del proyecto: 900 12th Ave
Puede encontrar más información sobre el portal de servicios
Ver <https://focusseattle.com/Portal/Welcome.aspx>



ENVIAR COMENTARIOS

Si tiene alguna pregunta o comentario, déjelo a continuación.

Declaración de privacidad:
La información que comparte en esta encuesta podría hacerse pública. No comparta ninguna información personal o confidencial.

Primer Nombre *

Apellido *

Correo Electrónico *

Teléfono

Comentarios/Observaciones *

Enviar

DỰ ÁN MỚI TRONG KHU VỰC GẦN
ĐÂY CỦA BẠN

Có Group nhóm dự án với dự án này bằng cách hoàn thành bản khảo sát để THỰC HIỆN KHẢO SÁT [bản khảo sát](#)
Dự án

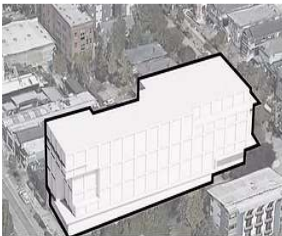
Hoàn thành khảo sát từ ngày 7 tháng 4 đến ngày 27 tháng 4

Vị trí 3000 12th Ave, Seattle, WA 98122

Dự Án: Dự án được đề xuất là một dự án tòa nhà căn hộ - 150 bao gồm Studio, các đơn vị 1 và 2 phòng ngủ với trường học và / hoặc bán lẻ ở tầng trệt.

Lưu ý: Vui lòng xem Menu Ngôn ngữ ở Đầu Trang web để biết Bản dịch Trang web tiếng Anh, Tiếng Ban Nha, Tiếng Quốc (Phần thứ) và Việt Nam

Thông tin Dự án Bổ sung trên Cổng Dịch vụ Seattle qua Địa chỉ Dự án: 3000 12th Ave
Thông tin cổng dịch vụ khác có thể được tìm thấy tại đây <https://focusseattle.com/Support/Welcome.aspx>



GỬI Ý KIẾN

Nếu có thắc mắc hay ý kiến đóng góp vui lòng để lại bên dưới

Cam kết bảo mật:

Thông tin bạn chia sẻ trong cuộc khảo sát này có thể được công khai. Vui lòng không chia sẻ bất kỳ thông tin cá nhân / nhạy cảm nào.

Tên *

Họ *

Email *

Điện thoại

Bình luận *

Gửi

Letters to Community Group and
Ethnic Media

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li
To info@crescentcollab.org

↩ Reply

↩ Reply All

➡ Forward

⋮

Thu 4/14/2022 1:03 PM

- Print Outreach - Chinese.pub
- Print Outreach - English.pub
- Print Outreach - Spanish.pub
- Print Outreach - Vietnamese.pub

Hello Friends at Crescent Collaborative (formerly Yesler Community Collaborative),

We are working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting the PCNW mission and vision as the art anchor of the community.

Attached is our poster outreach to the community and feel free to reach out to us with comments or concerns. There is also a website and a community survey in English, Traditional Chinese, Vietnamese and Spanish for your convenience.

Please do not hesitate to reach out to me with any questions or concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@Vibrantcities.com
www.VibrantCities.com

Focus Apartments - 90012th Ave., Seattle, WA 98122



Cindy Li
To info@blackdotseattle.com

↩ Reply

↩ Reply All

➡ Forward

⋮

Thu 4/14/2022 1:05 PM

- Print Outreach - Chinese.pub
- Print Outreach - English.pub
- Print Outreach - Spanish.pub
- Print Outreach - Vietnamese.pub

Hello Friends at Blackdot,

We are working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting the PCNW mission and vision as the art anchor of the community.

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Warmest regards,

Cindy Li





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m | 206.661.6821
e | cli@Vibrantcities.com
www.VibrantCities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122

 Cindy Li
To pres.lp.cacc@gmail.com

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [!\[\]\(34b4f260a8587d2e97eeaee361cc357b_img.jpg\)](#) [...](#)

Thu 4/14/2022 1:07 PM

   
Print Outreach - Chinese.pub Print Outreach - English.pub Print Outreach - Spanish.pub Print Outreach - Vietnamese.pu...

Hello Friends of Central Area Chamber of Commerce,

We are working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Please do not hesitate to reach out to me with any questions or concerns.

Warmest regards,

Saved to this PC

Cindy Li

VIBRANT CITIES
m | [206.661.6821](tel:206.661.6821)
e | cli@Vibrantcities.com
www.VibrantCities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122

 Cindy Li
To wedgew@seattleu.edu

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [!\[\]\(2b17f17ebbacc911bb0ff784ab641779_img.jpg\)](#) [...](#)

Thu 4/14/2022 1:10 PM

   
Print Outreach - Chinese.pdf Print Outreach - English.pdf Print Outreach - Spanish.pub.p... Print Outreach - Vietnamese pd...

Hello Whitney,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Please do not hesitate to reach out to me with any questions or concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES
m | [206.661.6821](tel:206.661.6821)
e | cli@Vibrantcities.com
www.VibrantCities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li

To info@squireparkcc.org

Reply

Reply All

Forward

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Thu 4/14/2022 1:12 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at Squire Park Community Council,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Please do not hesitate to reach out to me with any questions or concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li

To mpd12000@hotmail.com

Reply

Reply All

Forward

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Thu 4/14/2022 1:46 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at Cherry Hill Community,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

Attached is our poster outreach to the community. There is also a link and QR code to the website and a community survey in English, Traditional Chinese, Vietnamese and Spanish to understand any concerns you may have.

In the meantime, please do not hesitate to reach out to me with any questions or concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li
To: 'bill.zosel@gmail.com'

Reply

Reply All

Forward

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Thu 4/14/2022 1:47 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at Central Area Land Use Review Committee,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Warmest regards,

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li
To: AhiMM@Thegsba.org

Reply

Reply All

Forward

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Thu 4/14/2022 1:49 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at Capitol Hill Business Alliance, attention Ahi Martin-McSweeney,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Warmest regards,

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li
To centralseattlegreenways@gmail.com; brie@wordyfolks.com

Reply

Reply All

Forward

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Thu 4/14/2022 1:51 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at Central Seattle Greenways, attention Brie Gyncild,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Cindy Li

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m | 206.661.6821
e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li
To jason.w.kelly@seattle.gov

Reply

Reply All

Forward

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Thu 4/14/2022 1:53 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pub.p...



Print Outreach - Vietnamese.pd...

Hello Friends at 23rd Ave Action Community Team - Attention Jason,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

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Warmest regards,

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave., Seattle, WA 98122



Cindy Li

To admin@africatownlandtrust.org

Reply

Reply All

Forward

Thu 4/14/2022 1:54 PM



Print Outreach -
Chinese.pdf



Print Outreach -
English.pdf



Print Outreach -
Spanish.pub.p...



Print Outreach -
Vietnamese.pd...

Hello Friends at Africatown,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

Attached is our poster outreach to the community. There is also a link and QR code to the website and a community survey in English, Traditional Chinese, Vietnamese and Spanish to understand any questions you may have.

In the meantime, please do not hesitate to reach out to me with any concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

Focus Apartments - 900 12th Ave. Seattle, WA 98122



Cindy Li

To centralareacollaborative206@gmail.com

Reply

Reply All

Forward

Thu 4/14/2022 1:55 PM



Print Outreach -
Chinese.pdf



Print Outreach -
English.pdf



Print Outreach -
Spanish.pub.p...



Print Outreach -
Vietnamese.pd...

Hello Friends at Central Area Collaborative,

We are a local property developer working with the Photographic Center Northwest located on 900 12th Ave., Seattle, WA 98122 to help them redesign their existing building into a proposed project of 130 – 180 residential units on top with the Photographic Center Northwest remaining on the ground floor. The finished building will continue supporting Photographic Center Northwest’s mission and vision as the art anchor of the community.

Attached is our poster outreach to the community. There is also a link and QR code to the website and a community survey in English, Traditional Chinese, Vietnamese and Spanish to understand any questions you may have.

In the meantime, please do not hesitate to reach out to me with any concerns.

Warmest regards,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

Focus Seattle - Community Outreach - 900 12th Ave, Seattle 98122



Cindy Li

To Cindy Li

Bcc omari@whereweconverge.com; alzene@yahoo.com; seattlefacts@yahoo.com; chrisb@mediumnews.net; pierce126@aol.com; bernie@theskanner.com; monica@theskanner.com; info@theskanner.com; chrisb@mediumnews.net; daniel.sakaya@crossingstv.com; info@crossingstv.com; editor@iexaminer.org; chetanya@iexaminer.org; **+62 others**

Reply Reply All Forward

Tue 4/19/2022 6:33 PM



Print Outreach -
Chinese.pdf



Print Outreach -
English.pdf



Print Outreach -
Spanish.pdf



Print Outreach -
Vietnamese.pdf

Hello!

We would like to invite you and your community to learn more about an upcoming apartment project in Capitol Hill (address 900 12th Ave, Seattle, WA 98122). You can learn more about our project & take a survey visiting our website: <https://www.focusseattle.com/>.

Please see the attached flyer for more information. We would greatly appreciate you passing this along to your community members.

Thank you and have a great day!

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com

Focus Seattle - Community Outreach - 900 12th Ave, Seattle 98122



Cindy Li

To Cindy Li

Bcc omari@whereweconverge.com; alzene@yahoo.com; seattlefacts@yahoo.com; chrisb@mediumnews.net; pierce126@aol.com; bernie@theskanner.com; monica@theskanner.com; info@theskanner.com; chrisb@mediumnews.net; daniel.sakaya@crossingstv.com; info@crossingstv.com; editor@iexaminer.org; chetanya@iexaminer.org; **+62 others**

Reply

Reply All

Forward

Tue 4/19/2022 6:33 PM



Print Outreach - Chinese.pdf



Print Outreach - English.pdf



Print Outreach - Spanish.pdf



Print Outreach - Vietnamese.pdf

Hello!

We would like to invite you and your community to learn more about an upcoming apartment project in Capitol Hill (address 900 12th Ave, Seattle, WA 98122). You can learn more about our project & take a survey visiting our website: <https://www.focusseattle.com/>.

Please see the attached flyer for more information. We would greatly appreciate you passing this along to your community members.

Thank you and have a great day!

Cindy Li

VIBRANT CITIES

m | 206.661.6821
e | cli@Vibrantcities.com

www.VibrantCities.com

Comments from the Community
from the Website



Cindy Li

To Pui Leung

Cc Lawson Wong

Reply Reply All Forward

Fri 4/22/2022 3:10 PM

From: Ellen Sollod <reply-to+74820f013b03@crm.wix.com>

Sent: Friday, April 15, 2022 10:48 AM

To: Cindy Li <cli@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>

Subject: [Focus on 12th] English Comment - new submission

Ellen Sollod just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Ellen

Last Name: Sollod

Email: tesollod@sollodstudio.com

Phone: 2067474772

Comments/Feedbacks: I just completed your survey and found it very frustrating. It is virtually impossible to select only one item under each question. All of the items mentioned are essential goal posts for the project. First and foremost, it is essential that PCNW has a secure home long into the future and should anything changes in that organization no longer desires to be there than the space be dedicated for arts and cultural uses. At 8 stories, this building must do something to mitigate its height, bulk and scale on the 13th Avenue side where it sits directly next to and across the street from low rise residential housing. The design of the building should respond both to achieving highly sustainable practices including materials and systems and it must be aesthetically designed as an enhancement to the neighborhood. Some units should be designated as affordable and some units should be designed for families. Thank you.



Cindy Li

To Pui Leung

Cc Lawson Wong

Reply Reply All Forward

Fri 4/22/2022 3:10 PM

On Apr 18, 2022, at 12:21 PM, Cindy Li <cli@vibrantcities.com> wrote:

Hi Ellen,

Thank you for taking interest in this project and sharing about your experience on our survey. We had intended for the survey to be an avenue for neighbors to share their basic comments and these correspondences through email to go deeper.

We absolutely agree with you that PCNW needs to have a secure home at the location which is why we are working closely with the PCNW team to make sure that the ground floor space is built to their desired specifications. PCNW will actually own a substantial portion of the bottom floor retail space, so they will have full autonomy over the direction of the space. We are confident that the space will be preserved and dedicated for the arts.

To your point about the massing of the building, we will further study the dynamic and aesthetic of the neighborhood and work with the urban planners on the most optimal course of action.

We will absolutely be including many affordable units in the building. As a family oriented company, we will also make sure that there will be many families that call this building home. Our company's mission statement is to "build vibrant, smart communities people feel proud to call home." We are grateful that we share the same mission.

Thank you for your time and thank you for supporting our project!

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com

From: Ellen Sollod <tesollod@sollodstudio.com>
Sent: Monday, April 18, 2022 2:06 PM
To: Cindy Li <cli@vibrantcities.com>
Cc: Pui Leung <pleung@vibrantcities.com>
Subject: Re: [Focus on 12th] English Comment - new submission

Thank you for your response. I appreciate your taking the time. I am glad to know that PCNW will have a secure home and that it will be built to their specifications BUT I am deeply concerned about the 13th Avenue side of the building adjacent to and across the street from residential housing zoned LR-3. I am curious as to how you were able to obtain a spot rezone for this building to NC-75 which is twice as tall as the adjacent property on the east and north along 13th? I am also concerned to hear that you are considering putting your garage entry and trash service on 13th Avenue. While that may work well from the building's point of view, it effectively turns 13th Avenue into a service alley. I served on the Seattle U MIMP Advisory Committee and on the Seattle Design Commission. In both capacities, we were especially sensitive to the mixing of incompatible uses and especially impacts to residential uses. Putting the garage and trash removal function on the residential street adds insult to injury. I encourage your designers, if they are still considering this, to go back to the drawing board and come up with a creative solution so that this occurs on Marion, across the street from a multistory building.

I am wondering what your plans are for reaching out to neighbors living on 13th Avenue as you develop your designs for the 13th Avenue facade. I know that the person living directly across from this never received your survey notice. Is the building subject to Design Review and if so, can you please let us know when it will be on the schedule? Is there any early design guidance that has been shared from the Design Review Board that you can share with the neighborhood? Are there any drawings or renderings of the building beyond the height/bulk/scale image that was shared on the survey?

I am glad to hear there will be affordable units in the building and that you hope to attract families. Too many buildings in the area become de facto student housing. While that certainly is a need, we need residents who intend to make the area their long term home (more than 1 year) and who take an interest in and invest energy to make the neighborhood vibrant and welcoming. Clearly the name of your company speaks to that desire as well.

Again, thank you for your response. I look forward to hearing about the development as your plans move forward.
Ellen

sollod studio | Ellen Sollod | 206.324.7644 | 206.747.4772 mobile | 724 15th Ave, Seattle WA 98122 | www.sollodstudio.com

On Apr 19, 2022, at 5:33 PM, Cindy Li <cli@vibrantcities.com> wrote:

Hi Ellen,

Thank you for your response. We identified an interest to partner with PCNW because of the zoning that the city had granted it, enabling a new PCNW school and housing to be developed. It is a rare opportunity to accomplish two beneficial feats! We were not involved with the rezone nor the history of it. We have already done multiple studies and will continue to research on the optimal location for the entrance of the garage and service bay. We remain cognizant that Marion is the front image of PCNW and the residential entrance.

On the outreach side, we have followed all the guidance and requirements from the city for our redevelopment. Over the last couple of weeks, we have actively put up posters in the vicinity of the project for our neighbors. The Early Design Guidance meeting will be scheduled at the end of the month and Design Review meeting after, all of which will be posted on the SDCI [website](#). At this step in the process, we are still developing the massing of the project and have not submitted anything to the city yet. Thus, drawings and renderings are not available yet and come later for us.

Thank you for your comments related to housing. We appreciate and admire your service to Seattle U and the City, and we will keep your comments in mind as we work on our design.

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@vibrantcities.com
www.VibrantCities.com

From: Ellen Sollod <tesollod@sollodstudio.com>
Sent: Tuesday, April 19, 2022 5:39 PM
To: Cindy Li <cli@vibrantcities.com>
Cc: Pui Leung <pleung@vibrantcities.com>
Subject: Re: [Focus on 12th] English Comment - new submission

Again, thanks for your response. I'll keep an eye out for the EDG meeting.
Ellen

sollod studio | Ellen Sollod | 206.324.7644 | 206.747.4772 mobile | 724 15th Ave, Seattle WA 98122 | www.sollodstudio.com



Elaina Brownlee <reply-to+36b28b3026b3@crm.wix.com>

To Cindy Li; Pui Leung

Reply Reply All Forward

Fri 4/15/2022 9:06 AM

If there are problems with how this message is displayed, click here to view it in a web browser.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Elaina Brownlee just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Elaina

Last Name: Brownlee

Email: elaina.brownlee@gmail.com

Phone: -

Comments/Feedbacks: Will the apartment have parking for it's residents? With all these new complexes being built on this street alone (some of them buying out existing apartment parking lots to build over), I worry that neighborhood residents will soon have nowhere to park because street parking will be so crowded by new apartment residents and guests.

Focus Seattle



Cindy Li

To elaina.brownlee@gmail.com

Reply Reply All Forward

Mon 4/18/2022 12:01 PM

Hi Elaina,

Thank you for taking interest in this project and sharing your comment regarding parking. The building will have parking for its residents and retail component. We are aware of the parking situation in the neighborhood and will ensure that we address it appropriately.

All the best,

Cindy Li

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m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com



Cindy Li

To ○ William Sal; ● Pui Leung

↩ Reply

↩ Reply All

➡ Forward



Mon 4/18/2022 12:10 PM

From: William Sal <reply-to+0e40a91ac3a0@crm.wix.com>

Sent: Friday, April 15, 2022 10:17 AM

To: Cindy Li <cli@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>

Subject: [Focus on 12th] English Comment - new submission

William Sal just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: William

Last Name: Sal

Email: was2t@virginia.edu

Phone: -

Comments/Feedbacks: Hi Cindy and team, This apartment complex will surely help a lot of people live closer to a main thoroughfare, and so glad to see that's having retail on the ground floor is part of the project. The latter is absolutely crucial to ensuring the value of the neighborhood (and your property) goes up over time. Would the building take over the parking lot? William

RE: [Focus on 12th] English Comment - new submission



Cindy Li

To ○ William Sal; ● Pui Leung

↩ Reply

↩ Reply All

➡ Forward



Mon 4/18/2022 12:10 PM

Hi William,

Thank you for taking interest in this project and sharing your comment regarding the ground floor retail portion. We agree with you that the project will help more people live closer to the main thoroughfare and decrease their commute – it is honor to be part of the city in this way. We also agree that the ground floor retail will be accretive to the character of the neighborhood. The building will be taking over the parking lot.

All the best,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com

From: Nelson Lowhim <reply-to+0ec0ac457fb9@crm.wix.com>
Sent: Saturday, April 16, 2022 11:17 PM
To: Cindy Li <cli@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>
Subject: [Focus on 12th] English Comment - new submission

Nelson Lowhim just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Nelson

Last Name: Lowhim

Email: nlowhim@gmail.com

Phone: -

Comments/Feedbacks: Sure build it and build it quick

RE: [Focus on 12th] English Comment - new submission



Cindy Li

To ○ Nelson Lowhim

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [📧](#) [⋮](#)

Tue 4/19/2022 1:48 PM

Hello Nelson,

Thank you for your comment and support, Nelson. We are on the same page: we will build it as fast as we can!

All the best,

Cindy Li

VIBRANT CITIES

m | [206.661.6821](tel:206.661.6821)

e | cli@Vibrantcities.com

www.VibrantCities.com



William Zosel <bill.zosel@gmail.com>

To Weber, Abby; prc@seattle.gov; Cindy Li

Reply Reply All Forward

Fri 4/15/2022 12:35 PM

You forwarded this message on 4/18/2022 3:14 PM.

Dear Ms. Weber

I am writing to comment on the project proposed with an address of 900 12th Avenue.

Several years ago the process for design review was modified to reduce some of the burden on developers and, also, opportunities for the public to participate. On the other hand, the Land Use Code purports to establish an opportunity for the public to give feedback at an early stage in the design process so that the developer and architects will know, before getting too far along in the planning process, what is important to the neighborhood. The purpose of the "Early Community Outreach for Design Review", according to Director's Rule 4-2018, 1-2018 is to "establish a dialogue with nearby communities early in the development process in order to share information about the project, better understand the local context, and hear community interests and concerns related to the project"

I was surprised to find that the project about which I am writing, known as 900 12th Avenue, has been known to DCI for several months and that as early as February 24 a conceptual design was presented to and discussed by various City departments. To my knowledge, that conceptual design was not informed by any dialogue with nearby communities, and now it is almost two months later.

Understanding the local context and community concerns is particularly important in this case because it involves a proposed development on lots on 13th Avenue that, several years ago, were spot-zoned from LR-3 to NC-75. This was done with very little general notice and no particular notice to neighbors. It was apparently part of a group of spot-zones which, to the best of my knowledge, were done to accommodate the development of affordable housing by non-profit housing development agencies. Despite that, this project does not appear to be an affordable housing development.

It is very unusual, and contrary to zoning principles of the Land Use Code for a LR-3 site to be rezoned to NC-75 where there are no natural features or physical buffers to provide an appropriate transition. Here, the property in question is immediately adjacent to the LR-3 properties that extend the length of the block to the north. The facing block of 13th Avenue is entirely LR-3. But yet, the new zone would seem to allow 75 feet and commercial uses immediately adjacent to and across a non-arterial street from low-rise residential homes.

Under these circumstances, great attention should be paid to the many impacts on homes in the adjacent less intense zone.

I look forward to an opportunity to hear more from the project applicants, so this is not an exhaustive list of concerns. However, a couple of things stand out from the Pre-Submittal Conference Meeting Notes.

1. Apparently one possible location for the parking garage and trash collection entrance is 13th Avenue immediately adjacent to homes to the north in the LR zone. It is not appropriate to locate this high impact function closest to the homes in the LR zone when E. Marion Street is the site of a four story multiple unit building.
2. Setbacks will be very important to try to mitigate the impact on the homes on 13th Avenue, including upper-level setbacks.
3. The preservation of the tree on 13th Avenue is extremely important to provide even a minimal amount of privacy and relief to the 13th Avenue homes. This tree is well over fifty years old and the suggestion by the developer in the Pre-Submittal Conference that it might be moved suggests a lack of awareness of the environment.

In the Pre-Submittal Conference minutes it is stated that this neighborhood is transitional. Although that word can have a number of meanings in this context, it certainly applies to the extent that the spot-zone of one corner of 13th Avenue from LR-3 to a 75 foot commercial zone creates many challenges which must be met to achieve a reasonable transition.

I look forward to hearing of an "Early Community Outreach Plan" that includes the several methods outlined in Director's Rule including in-person meetings and other methods that take place at an early stage of the design.

Thank you for your consideration..

Bill Zosel

From: William Zosel <bill.zosel@gmail.com>
Sent: Wednesday, April 20, 2022 3:01 PM
To: Cindy Li <cli@vibrantcities.com>
Cc: Ellen Sollod <tesollod@sollodstudio.com>
Subject: Project at 13th and E. Marion

Dear Ms. Li,


I have learned from Ellen Sollod, who is also interested in the design of the project proposed for Marion and 13th Avenue that you indicated to her that you have "actively put up posters" notifying neighbors of the project. I live very close to the proposed project and I know very few people who have learned of the project and not one who has learned of the project from a poster. I don't know why that is, but you might want to check and see if the posters you post have remained up. Do you know where they were posted?

Most projects of this kind, in my experience, send mailed notice to immediate neighbors. I hope you will do that in the very near future.


Thanks.


Bill Zosel


RE: Project at 13th and E. Marion





Cindy Li


To  William Zosel


Cc  Ellen Sollod

 Reply

 Reply All

 Forward





Thu 4/21/2022 1:19 PM

 This message is part of a tracked conversation. Click here to find all related messages or to open the original flagged message.

Dear Mr. Zosel,

Thank you for your comment. We appreciate your time to write and share.

We have put up over a dozen posters in each of the following languages English, Spanish, Traditional Chinese, and Vietnamese from 11th to 14th Avenue, within a .5 mile radius of the Photographic Center Northwest building. I have checked on the posters, and the majority are still intact. There were a few missing which I replaced with new ones.

Regarding the mail notices, due to Covid, some of the Department of Neighborhood guidelines for Early Community Outreach have changed, e.g. no longer having public meetings. In light of that, we choose the contactless route of not doing mailers while still complying with the updated requirements: printing outreach posters and using digital outreach with a website and a survey.

Please see some of our posters below for reference. We are diligently going through the community outreach process per the city's instructions, and are grateful for your comment through email.



All the best,

From: Melinda Simon <reply-to+d09a15bd4564@crm.wix.com>
Sent: Thursday, April 21, 2022 10:33 AM
To: Cindy Li <cli@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>
Subject: [Focus on 12th] English Comment - new submission

Melinda Simon just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Melinda

Last Name: Simon

Email: melinda_simon@yahoo.com

Phone: 2063698409

Comments/Feedbacks: I find it incredible that this "survey" was not widely distributed to the neighbors of this proposed project, & when we started to hunt for it, only a crude image with text IN CHINESE appears. We're almost at the end of its woefully inadequate comment period. Were it not for an astute neighbor, I'd not even have found this. It's unconscionable to ram this behemoth through the permitting process without reaching out to the community. And the survey is designed to suppress useful comment. Shame on you!!

RE: [Focus on 12th] English Comment - new submission



Cindy Li

To ○ Melinda Simon
Cc ● Pui Leung

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [📧](#) [⋮](#)

Thu 4/21/2022 1:30 PM

Hi Melinda,

Thank you for your comment. I am sorry you feel this way, at the same time, we are diligently following the required and suggested guidelines set by the city for community outreach. We have put up over a dozen posters with QR codes to the survey and the website within a half-a-mile radius of the site in four languages: English, Spanish, Chinese, and Vietnamese. We have tested our links and confirmed that the English poster does connect to an English survey and English website.

This is the beginning of the permitting process and there are many ways to submit your comments. We are grateful for your comment through email.

Thank you,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com

From: Melinda Simon <melinda.a.simon@gmail.com>
Sent: Thursday, April 21, 2022 1:18 PM
To: Cindy Li <cl@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>; Abby Weber <abby.weber@seattle.gov>; pcr@seattle.gov; dan.trauss@seattle.gov
Cc: William Zosel <bill.zosel@gmail.com>; Ellen Solod <ellen@solodstudio.com>; catlady1@wavecable.com
Subject: 900 12th Avenue development/Focus Apartment/Vibrant Cities Project # 3039117-LU, Project # 3039185-EG

To Whom it May Concern:

My husband and I live at 1300 E Marion, directly across the street from the above referenced project. Despite the requirement for community outreach, we did not receive any notice of either the up-zoning of the property, nor have we yet been given any notice for comment on its planning. Please include this response in the project records.

Re: Size:

The upzoning to 75' was shockingly insensitive along 13th, a fully residential street of no more than 3 story homes. It was an understandable change along 12th, a growing retail area where housing also serves the University, but forcing this height back through the entire 4 lots is indefensible, explained only by their all being held by one owner and that owner receiving rare and preferential treatment by the city. Since this pocket upzoning applies only to these lots, the scale of the current proposal utterly dwarfs everything near it and will continue to do so for many decades to come. Similar adjacent built (Yobi Apartments, 1215 E Marion) and planned (1505/1311 E Marion) developments are on the much wider street on the South side of the property and incorporate setbacks and irregular design elements, all factors that mitigate their scale.

Vibrant Cities website (<https://www.vibrantcities.com/projects>) shows mostly very large, blocky buildings, and while it is hard to see adjoining neighborhoods, they seem to be primarily on arterial streets within commercial areas. There are 2 exceptions with modifying setbacks: Ascent, in Portland, OR, and Waterline, in Newcastle, WA, so we know they can do this. The developer also touts an approach in their statement that bears little resemblance to the reality of how they are so far conducting this current development and, I can only assume, is part of the reason they were selected for this project. Would that they lived up to "...ensuring [that] each of our projects fits architecturally within the neighborhood taking cues from the immediate surrounding area as well as the geographic history." This project emphatically does not. I very much hope that there is still time to discuss the benefits of design adjustments to enhance the proposal. Setbacks have long been a crucial part of urban design to help preserve light and sky space, and enable healthy ventilation, tree and greenspace. I urge Vibrant Cities to incorporate these requirements into their design and add considerable setbacks from 75' on 12th to 40' on 13th to help transition the building into the residential streets.

Re: Outreach:

Also on Vibrant Cities' site is their claim to "...collaborate with respective neighborhood residents, businesses and community leaders throughout the entire design and development process." Again, this has not happened. So far, they have followed the City's lead in effectively omitting residents, at least, from this process. The minimal "survey" a neighbor's diligent sleuthing unearthed is woefully inadequate (<https://www.focusseattle.com>), with an abbreviated comment period. We've received direct mailings from the city and other developers before for projects in the wider neighborhood, and expect to be included in future outreach for this one.

Re: The Garage entrance:

It's hard to imagine a less efficient or more disruptive placement for the entrance to the parking garage than the NE corner of the lot, as it's currently being proposed. Any thought of moving vans, garbage collection and delivery trucks navigating not only the tight traffic circle turn but then the even tighter turn into the far end of the property makes this patently absurd. Add that to the 24/7 steady stream of cars in and out directly across from private homes makes this a resident's nightmare. Marion St is much wider, has direct access from 12th for commercial vehicles, has fewer private residences and is currently where the parking lot entrance is. It is infinitely more suitable for this function. This traffic flow means that pedestrians will also have a much harder time crossing 13th at that corner than they would if the entrance were in Marion. And the increased difficulty of emergency vehicles to navigate what will become a frequently clogged street makes this placement a public safety threat, too.

Re: Commercial and Retail use on 13th:

Although PCNW is currently the only commercial tenant listed, it seems from the proposal and the zoning changes that there will be additional space for others. The nature of these businesses must be part of future community discussion; the increase in foot traffic and noise directly impact our security, safety and quality of life.

Growth is a fact of urban life that we accepted when we bought our home 13 years ago, but we're having a very hard time with what feels like a violation of many of the city's and Vibrant Cities stated values: the lot across from us was upscaled without transparent due process, and now it's being developed the same way. While we're resigned to some of these changes and the enormous disruption the new construction will entail, it seems unconscionable for this massive project to be rammed through without substantive community outreach and input, and actual inclusion of our responses in the eventual design.

I look forward to your response.

Sincerely,

Melinda Simon
1300 E Marion St.

----- Forwarded message -----
From: Richard Welt <rwelt@gmail.com>
Date: Thu, Apr 21, 2022 at 1:47 PM
Subject: 900 12th Avenue development/Focus Apartment/Vibrant Cities Project # 3039117-LU, Project # 3039185-EG
To: <li@vibrantcities.com>, <pleung@vibrantcities.com>, <abby.weber@seattle.gov>, <prc@seattle.gov>, <dan.strauss@seattle.gov>
Cc: William Zosel <bill.zosel@gmail.com>, Ellen Sollod <ellen@sollodstudio.com>, <catlady1@wavecable.com>

April 21, 2022
RE: Focus on 12th Project

I am writing with respect to the above named project. I reside at 1300 E. Marion Street, i.e. directly across 13th Avenue from the east side of the building. I have several concerns that I would like to share. I will focus (pardon the pun) primarily on how this project will comport with the company's "Approach" as expressed on your website, to wit:

We focus on improving our communities by ensuring each of our projects fits architecturally within the neighborhood taking cues from the immediate surrounding area as well as the geographic history. We collaborate with respective neighborhood residents, businesses and community leaders throughout the entire design and development process.

"Fits Architecturally." By no stretch of the imagination can this building be said to fit "architecturally" with the existing neighborhood. 13th Avenue between Spring Street and Columbia is primarily a residential street. The buildings are single family, townhomes or small multi-unit structures, none over 40 feet tall. To drop a 7 story building in the exact middle of those 2 blocks is the opposite of fitting in. I understand that the lot has been zoned for 75 feet, but if your goal is to blend into the neighborhood, building to the maximum allowed height is contraindicated. The sheer bulk of this building will irrevocably change the look and feel of this section of Capitol Hill.

At the very least, I urge you to consider alternative designs to those imagined on your website. An upper-level setback on 13th Avenue would be a huge benefit. Rather than the rear end of a behemoth, a 2 or 3 story façade, designed to "fit" with the existing structures, and the remaining floors recessed from the street would open up the sky and would have a significantly lesser impact on the overall feel of the street.

"Improving our Communities" I applaud the effort to provide PCNW an improved, permanent space. Its presence was one of the features that initially attracted me to the neighborhood. However, almost every other aspect and feature of this project will degrade, not improve the neighborhood.

It is my understanding that access to a parking garage and services will be on 13th Avenue. Marion Street is wider and is a much more suitable location for this feature. I would anticipate that a reduction of on street parking will be necessary to accommodate this feature. Parking in this neighborhood is already a challenge. Between SU students and patrons of the establishments on 12th Avenue, residents are frequently prevented from parking nearby. In addition to inconvenience, this creates a safety issue, especially after dark. Of course, the addition of 162 residential units and only one level of parking will increase the demand for street parking.

Traffic from SAAS makes 13th Avenue difficult to navigate during school hours. Adding the garage entrance and the need for service vehicles to use 13th Avenue will exacerbate problem.

"We collaborate with respective neighborhood residents, businesses and community leaders throughout the entire design and development process." At what point is this to happen? I only found out about the ability to comment from a neighbor. If you are looking for collaboration, I suggest you cast a wider net. Community fliers, direct mailings, notice in the Capitol Hill blog, etc. I did take your online survey which was woefully inadequate. The ability to choose more than one answer would have allowed more thorough answers.

I trust that there will be more opportunities for comment as the design and permitting process continues. Perhaps a widely publicized neighborhood meeting would be beneficial to all parties. I accept the inevitability of this eyesore, but I am hopeful that my neighbors and I can help to mitigate the damage.

Richard Welt
1300 E. Marion Street
206-369-9217

RE: 900 12th Avenue development/Focus Apartment/Vibrant Cities Project # 3039117-LU, Project # 3039185-EG

 Cindy Li
To:  Richard Welt
Cc:  Pui Leung;  abby.weber@seattle.gov;  prc@seattle.gov;  Bill Zosel;  ellen@sollodstudio.com;  catlady1@wavecable.com;  dan.strauss@seattle.gov

 Reply  Reply All  Forward  

Tue 4/26/2022 3:35 PM

Hi Richard,

Thank you for your response. We are working with our architects to design a building that fits the general neighborhood while complying with what the city allows.

We appreciate the applaud for providing PCNW an improved space. We will continue researching the optimal space for the parking garage access and services.

The surveys provide important feedback to us; and furthermore, these emails from people like you provide even more feedback. There will be opportunities to comment throughout this process.

Kind regards,

Cindy Li

VIBRANT CITIES
m | 206.661.6821
e | cli@VibrantCities.com
www.VibrantCities.com

From: melinda <melinda_simon@yahoo.com>
Sent: Sunday, April 24, 2022 3:51 PM
To: Cindy Li <cli@vibrantcities.com>
Cc: Pui Leung <pleung@vibrantcities.com>; William Zosel <bill.zosel@gmail.com>; tesolod@solodstudio.com; Kshama.Sawant@seattle.gov; dan.strauss@seattle.gov; tnovak@pcnw.org
Subject: Re: [Focus on 12th] English Comment - new submission

Hi, Cindi-

Thank you for getting back to me.

According to Seattle's Early Community Outreach For Design Review requirements (<https://www.seattle.gov/neighborhoods/outreach-and-engagement/design-review-for-early-outreach>), "an applicant will ... establish a dialogue with nearby communities early in the development process in order to share information about the project, better understand the local context, and hear community interests and concerns related to the project. The plan shall include **printed, electronic/digital, and in-person outreach methods.**"

I've done a thorough search in the <1 block radius (500', not including alleys) surrounding the site, and found 73 light and telephone poles, 4 of which had a flimsy, low-impact flyers on them, 7 in total. **Only one- set low on a pole with 3 others- is in English.**

The demographics of our area are approx 70% white, 7% Latino and 8% Asian, yet 2 of the flyers are in Vietnamese, 1 in Chinese, and 3 in Spanish. Since many of our residents are SU students and over 95% have HS diplomas, I'd guess at least 98% are fluent in English. And the links on the few notices are to a skimpy website (satisfying the required "digital" outreach) in the language posted. So this performative pass at "diversity" is in fact a deliberate attempt to thwart the intent of the guidelines to provide meaningful inclusion of the residents here.

The survey is also not designed to elicit any useful response: of the few questions, only one has a relevant negative concern, and none accept multiple answers. And the deadline is in 3 days.

It is no surprise that a few flyers on telephone poles are inadequate messaging. Not only are the retail streets either so festooned with them that they grow and molt faster than the trees around them or they are cleared or covered almost immediately. And posting them up to a half-mile radius away is absurd- no one on 23rd cares what happens on 12th.

I saw your response to William Zosel: refusing to send mailings or house-to-house flyers to the dense population of renters, home and business owners in the scant few blocks surrounding this area so that we can respond to it in a timely way seems to deliberately deny us the ability to participate in its required design review and community response.

Hewing so closely to the letter of the requirements and defying their intent is certainly not a way to demonstrate transparency, sincerity or any interest in following the rest of the guidelines to make this project something that will not only be an asset to the neighborhood, but a good neighbor, too.

Additional design guidelines for the Central District, at <http://www.seattle.gov/documents/Departments/SDCI/About/CentralAreaDesignGuidelines.pdf>, include numerous references to ways to break up a monolithic building and help it transition into its surrounding neighborhood, including setbacks and open space. And some of Vibrant Cities other projects prove that the company can include these and other sensitive design elements in their final plans, so I am hoping that they will be part of this one, too. But substantive community outreach is fundamental to this outcome.

It is still bewildering and heartbreaking that the full length of this block of Marion St was up-zoned to 75' when 13th is a fully low-rise residential street. But I will do everything I can to try to influence the transition from the rest of our homes to the behemoth currently being proposed more humane in design and the process getting to it.

Sincerely,

Melinda Simon

RE: [Focus on 12th] English Comment - new submission



Cindy Li

To: melinda

Cc: Pui Leung; William Zosel; tesolod@solodstudio.com; Kshama.Sawant@seattle.gov; dan.strauss@seattle.gov; tnovak@pcnw.org

This message is part of a tracked conversation. Click here to find all related messages or to open the original flagged message.

Reply Reply All Forward ...

Tue 4/26/2022 3:30 PM

Hi Melinda,

Thank you for sharing the link to the Outreach Review Requirements. Complying to the city's requirements is very important to us, and we have confirmed that we are compliant to the city's request on our outreach. We have utilized printed and electronic/digital outreach; however, due to covid, we are no longer required to conduct in-person outreach. The surveys provide important feedback to us, and furthermore, these emails from people like you provide even more feedback.

We, and the city, value transparency, and the process that the city has crafted provides us with an opportunity to be transparent to our neighbors through a website on the public world wide web that anyone can access, a survey in multiple languages, and an email address that anyone can submit feedback to.

We continue to be cognizant of the zoning restrictions and the setback and open space requirements of the site.

Sincerely,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@vibrantcities.com

www.VibrantCities.com

From: Daniel Chang <daniel.jv.chang@gmail.com>
Sent: Friday, April 22, 2022 4:36 PM
To: Cindy Li <cli@vibrantcities.com>
Subject:

Hi Cindy,

Thank you for the opportunity to comment. I live in Capitol Hill and have resorted to living in a studio apartment as rents in the area are so expensive. It is comforting to see more housing coming on-line. Having studied economics in college, I am a strong advocate of developers maximizing the number of units that the city has granted for the sites. While many others may oppose the project and give self-serving reasons why it is bad for the "community", I am a firm believer that blocking new development will only hurt the less-privileged, working American. By restricting the number of units while demand for the limited units in the city continues to increase, the rich will be the ones who can pay for the convenient, desirable housing, pushing the average, working American out of the city.

Review board, please consider the needs of the entire city. We need more housing, and this project does just that, and more! As a travel photographer, I look forward to seeing the new PCNW space!

Vibrant Cities, I hope to live in one of the units once the project is completed.

RE:



Cindy Li
To: Daniel Chang

[Reply](#) [Reply All](#) [Forward](#) [Share](#) [More](#)

Tue 4/26/2022 10:47 AM

Hi Daniel,

We appreciate your feedback and insight to the economic forces that our city is facing. Your vision is inspirational to our team, and we will do our best to maximize the number of units and get this project completed.

We will contact you when our building is completed so that you can consider if you want to move in.

Thank you,

Cindy Li

VIBRANT CITIES

m | 206.661.6821

e | cli@Vibrantcities.com

www.VibrantCities.com

From: David Collett <dcollett.seattle@icloud.com>

Sent: Friday, April 22, 2022 6:49 PM

To: Cindy Li <cli@vibrantcities.com>; Pui Leung <pleung@vibrantcities.com>; abby.weber@seattle.gov; prc@seattle.gov; dan.strauss@seattle.gov

Subject: 900 12th Avenue development/Focus Apartment/Vibrant Cities Project # 3039117-LU, Project # 3039185-EG

To Whom It May Concern:

We live at 906 13th Avenue, directly across the street from Project # 3039117-LU, Project # 3039185-EG. To date, we have not received any notice of the zone change or given any notice for commenting on the planning.

13th Ave, between Spring and Marion, is a quiet, fully residential street. The height of this proposed structure will greatly outsize anything on this street. We are strongly requesting that Vibrant Cities add setbacks from 75' on 12th Ave to 40' or less on 13th Ave.

In addition, we request that the parking entrance be located on Marion St., which is much wider and further away from the residents on 13th. Marion allows better access to 12th, not only for residents in this proposed building but also for commercial trucks. 13th Ave is already narrow and crowded with cars from SAAS. A parking entrance on 13th would be a nightmare for everyone.

We're also concerned about any commercial tenants on 13th Ave, which would directly impact the amount of noise and security on our block.

Finally, we are hoping to give feedback and to be involved in a review process concerning the design of the building.

We look forward to hearing from you regarding these and comments from other concerned neighbors.

Thank you.

David Collett and Miguel Candelaria
906A 13th Ave.

Kypo Karamas just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Kypo

Last Name: Karamas

Email: kkaramas@gmail.com

Phone: -

Comments/Feedbacks: Capitol Hill is so diverse with business and people, it is such a hub for the city. So many people are getting pushed out because there isn't enough housing. I love the vibe and energy here so the focus building is what we need. Thank you for creating more community for us by providing more housing.

Yol Shafeean just submitted your form: English Comment
on [Focus on 12th](#)

Message Details:

First Name: Yol

Last Name: Shafeean

Email: yol.shafeean@yahoo.com

Phone: -

Comments/Feedbacks: I'm looking forward to seeing how this project will come to fruition. It will be great if this project can focus on a modern contemporary look similar to the other new developments in the area. Also, revamped sidewalks and greenery will be nice. Finally, glad this project will be adding much needed housing in Seattle!

Message Details:

First Name: Gus

Last Name: Fox

Email: Gusfoxm@gmail.com

Phone: -

Comments/Feedbacks: Times change and the neighborhood is changing. Newer buildings are being built and added to the area, this is an exciting thing! I can't wait to see how the new building will be transformed. Make it modern and good looking!

From: garrett elconin <27garrett@gmail.com>

Sent: Wednesday, April 27, 2022 7:17 PM

To: Cindy Li <cli@vibrantcities.com>

Subject: New PCNW development is essential!

Cindy,

Great website. I lived in the area. I am very excited to see this project come to fruition. Coming out of college, when I was looking for housing after my first job, I found it difficult finding housing that was affordable. This project and more of these projects would really help the area. It provides more housing for local workers and also students.

Excited to see the finished product.

Garrett Elconin

--

Garrett Elconin

[\(818\) 314-4131](tel:(818)314-4131)

Digital/Electronic:

Outreach: Online Survey (**High-impact method**). Will contain project information (address, contact and direct more project information to the Seattle Services Portal.).

Additional: Translate entire survey into Traditional Chinese, Vietnamese, and Spanish. Will feature prominently at the top of website in language.

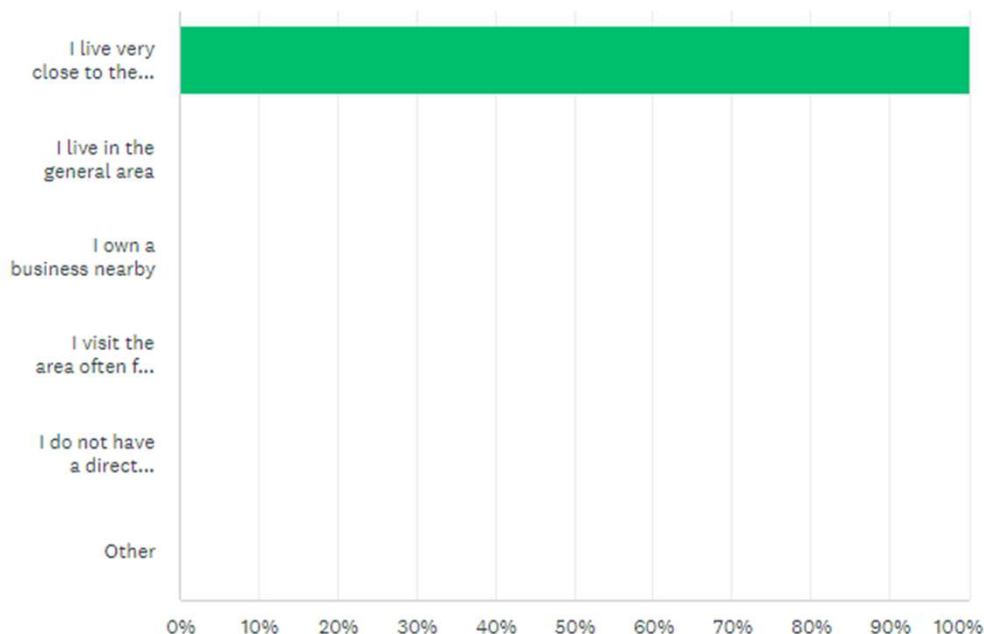
Documentation: Provide link to survey, and coded data from survey responses.

English Survey



What is your connection to this development Project?

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ I live very close to the project	100.00%	10
▼ I live in the general area	0.00%	0
▼ I own a business nearby	0.00%	0
▼ I visit the area often for work or leisure	0.00%	0
▼ I do not have a direct connection, but I care about growth and development in Seattle	0.00%	0
▼ Other	0.00%	0
TOTAL		10

Q2

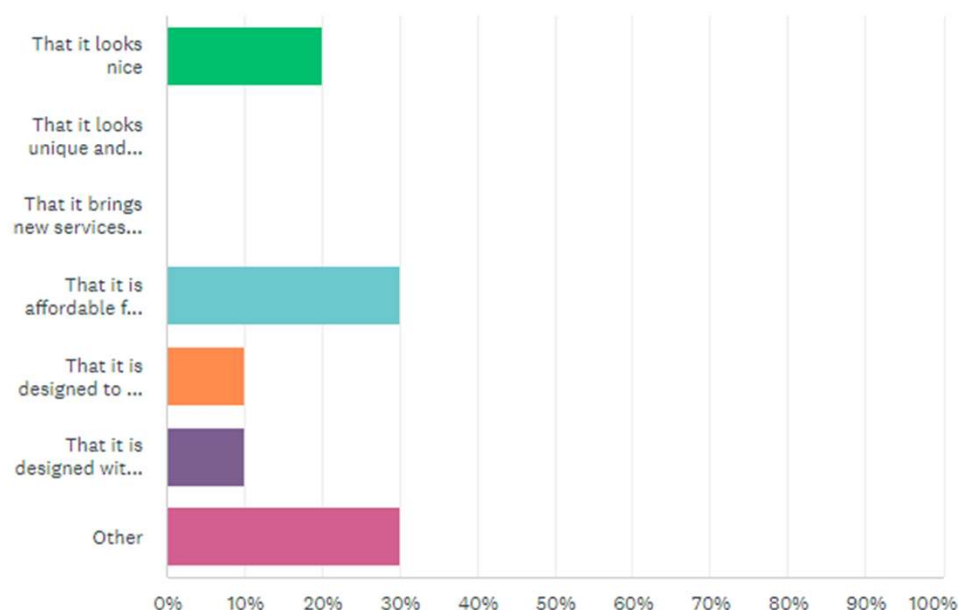


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What is the most important to you about a new building on this proper

Answered: 10 Skipped: 0

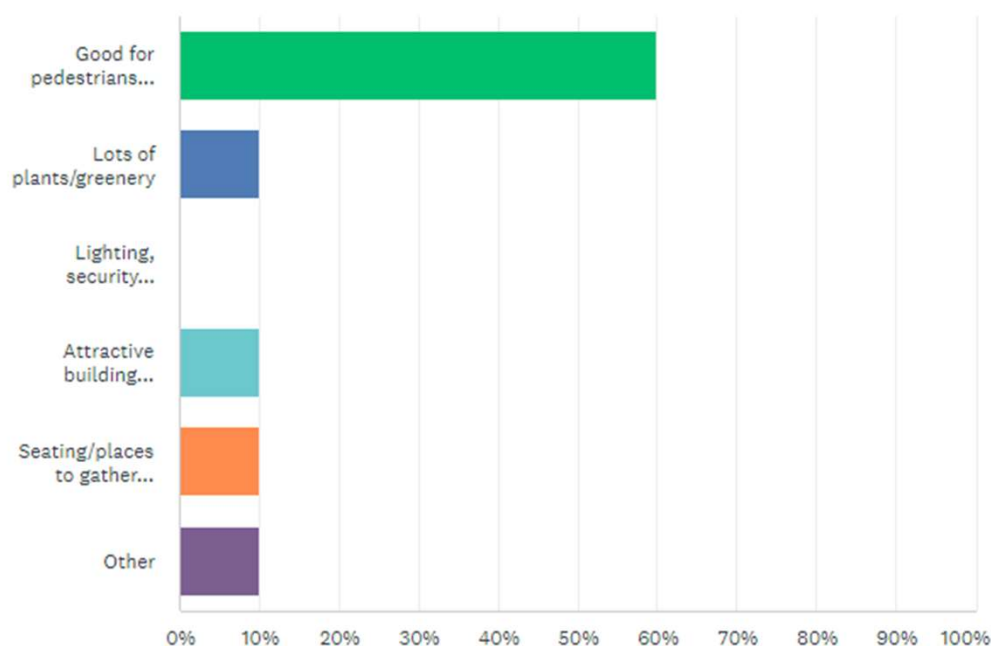


ANSWER CHOICES	RESPONSES	
That it looks nice	20.00%	2
That it looks unique and interesting	0.00%	0
That it brings new services or amenities to the area (business, open space, etc.)	0.00%	0
That it is affordable for residents and/or businesses	30.00%	3
That it is designed to be family-friendly	10.00%	1
That it is designed with environmental sustainability in mind	10.00%	1
Other	30.00%	3
TOTAL		10



We will be improving the sidewalks and landscaping at the street-level. Which are the most important for designing the public areas?

Answered: 10 Skipped: 0

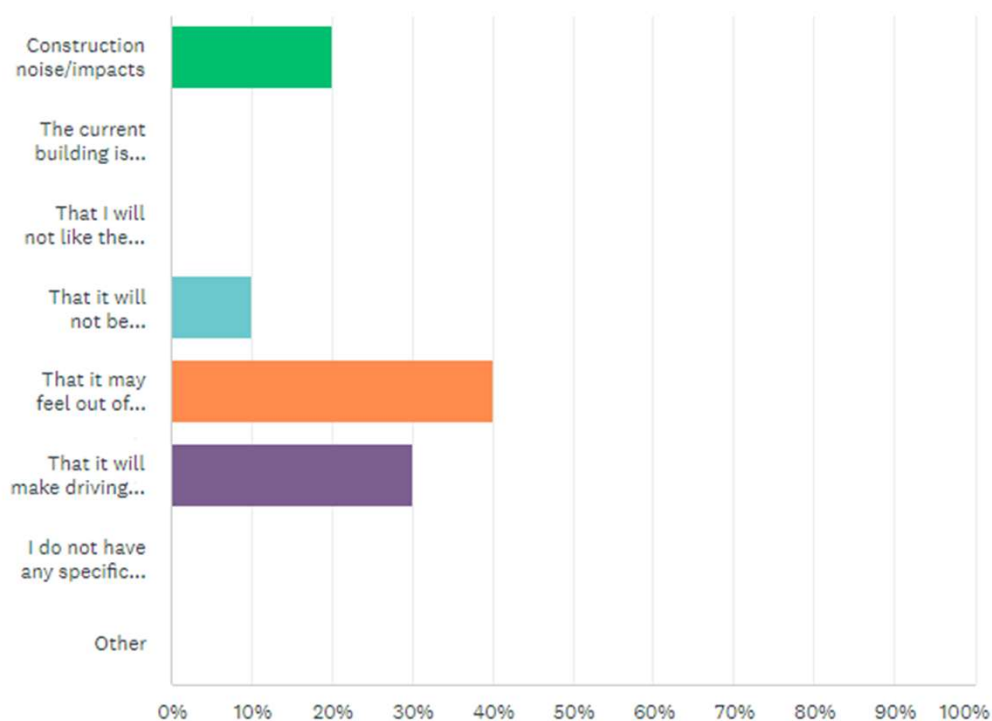


ANSWER CHOICES	RESPONSES	
▼ Good for pedestrians (enough space to walk, etc.)	60.00%	6
▼ Lots of plants/greenery	10.00%	1
▼ Lighting, security cameras, and other designs for safety	0.00%	0
▼ Attractive building materials at street-level (siding, windows, doors, signs, etc.)	10.00%	1
▼ Seating/places to gather (sidewalk cafes, benches, etc.)	10.00%	1
▼ Other	10.00%	1
TOTAL	10	



What concerns do you have about the project?

Answered: 10 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼	
▼ Construction noise/impacts	20.00%	2
▼ The current building is going away	0.00%	0
▼ That I will not like the way it looks	0.00%	0
▼ That it will not be affordable	10.00%	1
▼ That it may feel out of scale with other buildings nearby	40.00%	4
▼ That it will make driving and parking in the neighborhood more difficult	30.00%	3
▼ I do not have any specific concerns	0.00%	0
▼ Other	0.00%	0
TOTAL		10

Spanish Survey

Q1

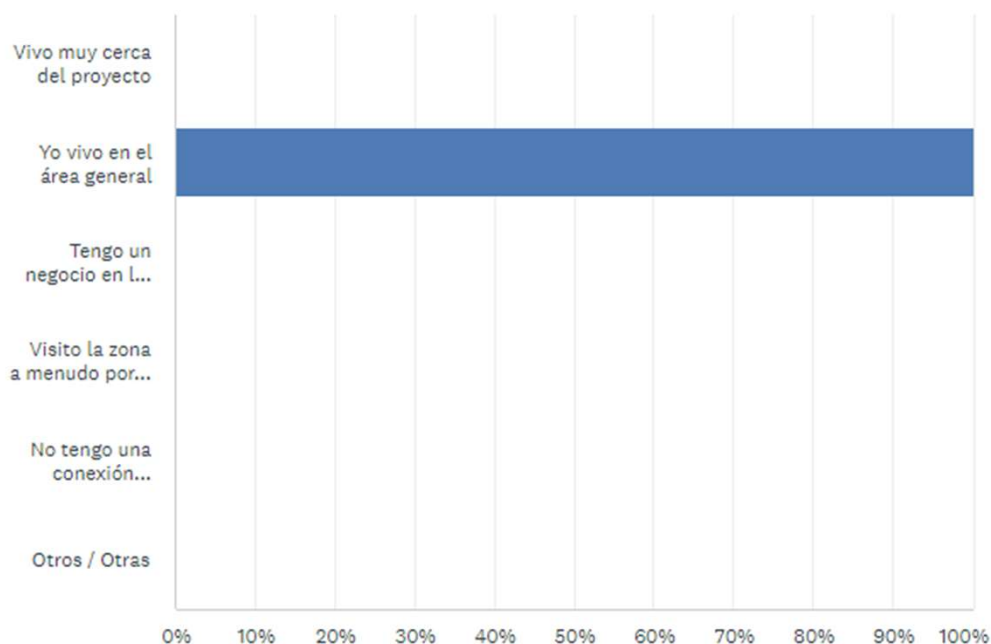


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¿Cuál es su conexión con este proyecto de desarrollo?

Answered: 1 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼
▼ Vivo muy cerca del proyecto	0.00% 0
▼ Yo vivo en el área general	100.00% 1
▼ Tengo un negocio en la proximidad	0.00% 0
▼ Visito la zona a menudo por trabajo o por placer.	0.00% 0
▼ No tengo una conexión directa, Me importa el crecimiento y el desarrollo de la ciudad de Seattle / de la zona metropolitana de Seattle	0.00% 0
▼ Otros / Otras	0.00% 0
TOTAL	1

Q2

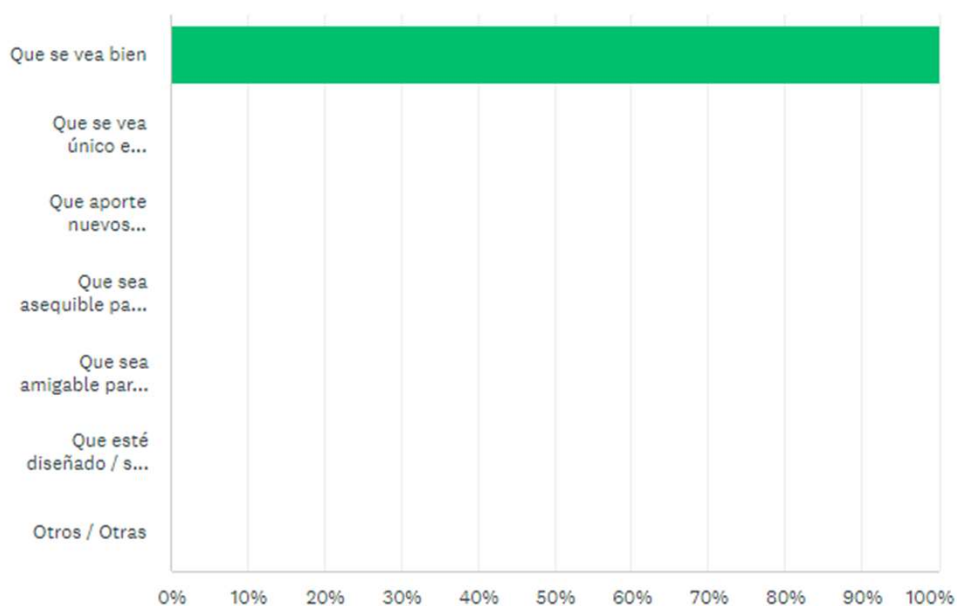


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¿Cuál es lo más importante para usted del nuevo edificio en esta propiedad / acerca de las edificaciones de nueva construcción?

Answered: 1 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼	
▼ Que se vea bien	100.00%	1
▼ Que se vea único e interesante	0.00%	0
▼ Que aporte nuevos servicios o amenidades a la zona (negocios, espacios abiertos, etc.)	0.00%	0
▼ Que sea asequible para residentes y/o empresas	0.00%	0
▼ Que sea amigable para la familia	0.00%	0
▼ Que esté diseñado / se diseñe bajo criterios de sostenibilidad ambiental	0.00%	0
▼ Otros / Otras	0.00%	0
TOTAL		1

Q3

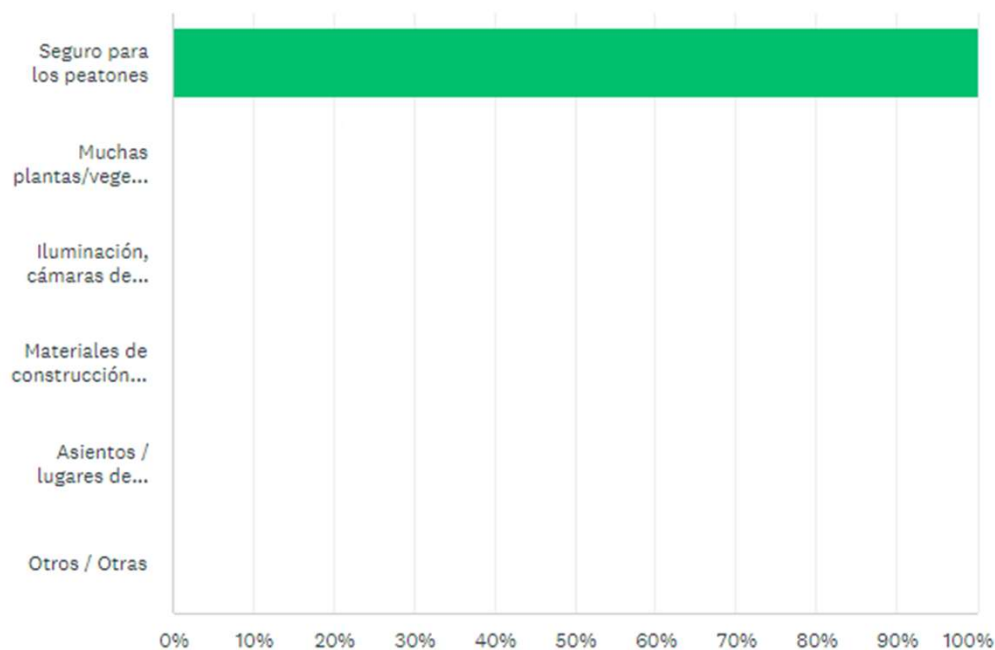


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Estaremos mejorando las aceras y el paisaje a nivel de la calle. ¿Cuáles son los más importantes para el diseño de las áreas públicas?

Answered: 1 Skipped: 0

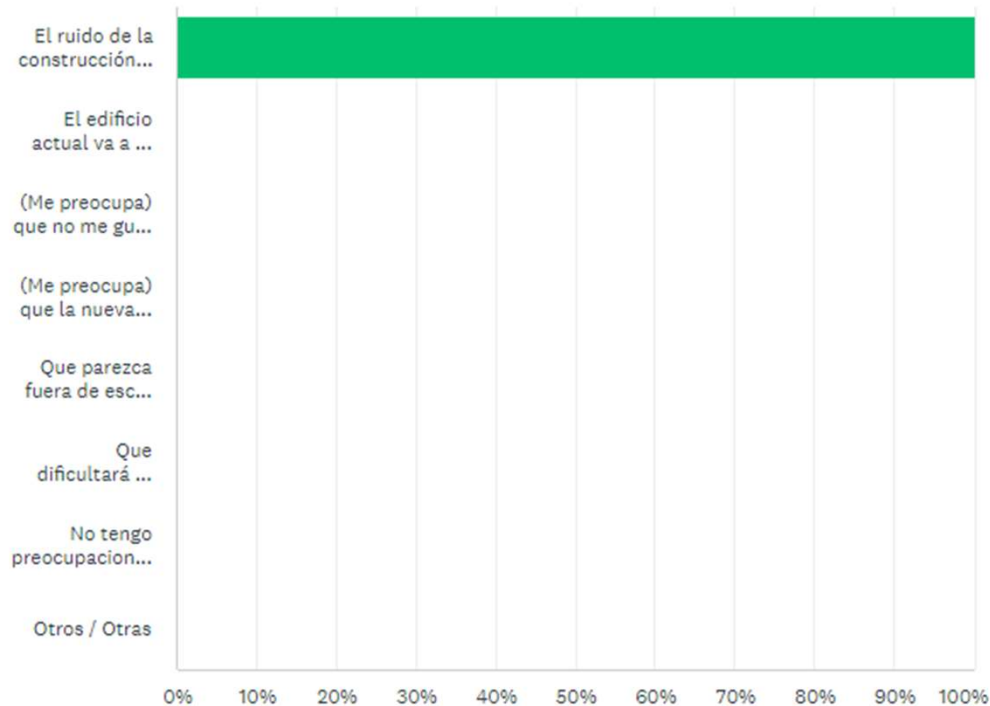


ANSWER CHOICES ▼	RESPONSES ▼	
▼ Seguro para los peatones	100.00%	1
▼ Muchas plantas/vegetación	0.00%	0
▼ Iluminación, cámaras de seguridad y otros elementos de seguridad	0.00%	0
▼ Materiales de construcción atractivos a nivel de la calle (revestimiento, ventanas, puertas, letreros, etc.)	0.00%	0
▼ Asientos / lugares de reunión (cafés al aire libre, bancos, etc.)	0.00%	0
▼ Otros / Otras	0.00%	0
TOTAL		1



¿Qué preocupaciones tiene sobre el proyecto?

Answered: 1 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼	
▼ El ruido de la construcción / El ruido de impacto que conlleva la construcción	100.00%	1
▼ El edificio actual va a ser demolido	0.00%	0
▼ (Me preocupa) que no me guste su aspecto	0.00%	0
▼ (Me preocupa) que la nueva vivienda sea inasequible	0.00%	0
▼ Que parezca fuera de escala en comparación con otros edificios en la vecindad	0.00%	0
▼ Que dificultará la conducción y el aparcamiento en el barrio	0.00%	0
▼ No tengo preocupaciones específicas	0.00%	0
▼ Otros / Otras	0.00%	0
TOTAL		1

Chinese Survey

Q1

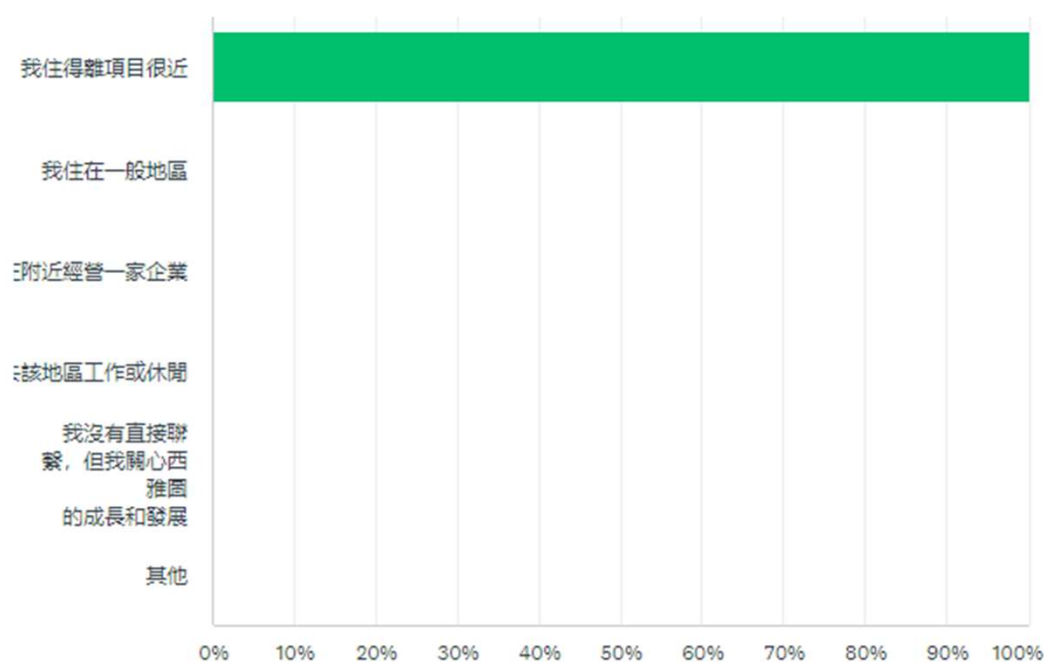


Customize

Save as ▼

您與這個開發項目有什麼聯繫？

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ 我住得離項目很近	100.00%	1
▼ 我住在一般地區	0.00%	0
▼ 我在附近經營一家企業	0.00%	0
▼ 我經常去該地區工作或休閒	0.00%	0
▼ 我沒有直接聯繫，但我關心西雅圖的成長和發展	0.00%	0
▼ 其他	0.00%	0
TOTAL		1

Q2

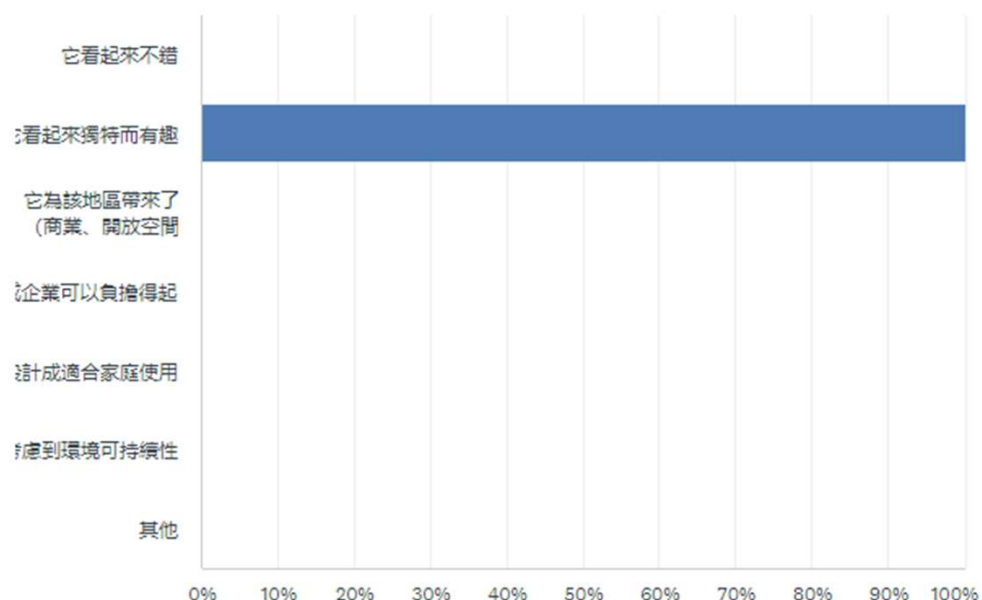


Customize

Save as ▼

在這片土地上建造新建築對你來說最重要的是什麼

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ 它看起來不錯	0.00%	0
▼ 它看起來獨特而有趣	100.00%	1
▼ 它為該地區帶來了新的服務或設施（商業、開放空間等）	0.00%	0
▼ 居民和/或企業可以負擔得起	0.00%	0
▼ 它被設計成適合家庭使用	0.00%	0
▼ 它的設計考慮到環境可持續性	0.00%	0
▼ 其他	0.00%	0
TOTAL		1

Q3

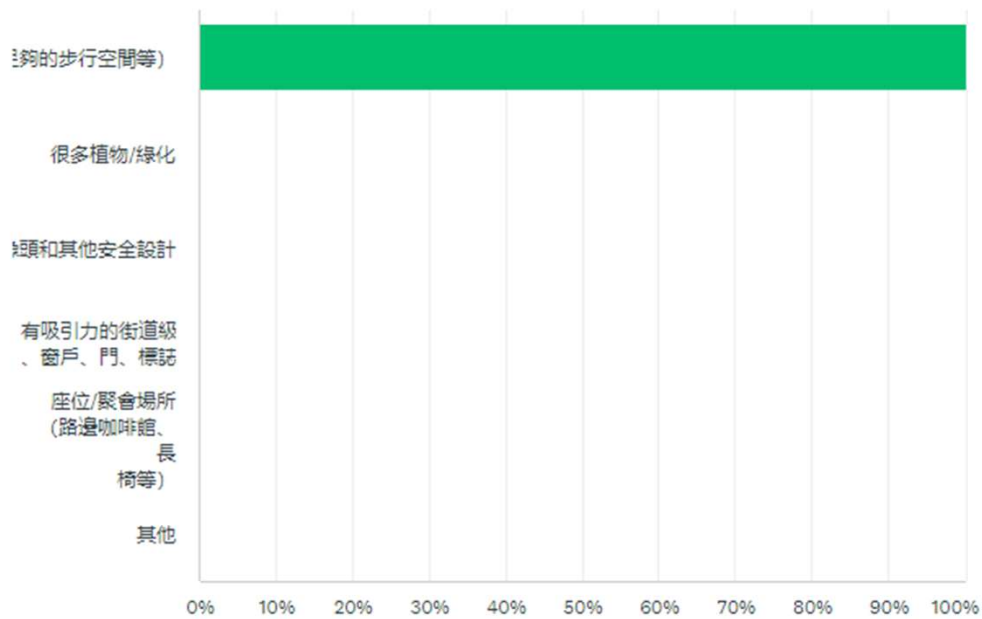


Customize

Save as ▼

我們將改善街道一級的人行道和景觀美化。公共區域設計最重要的是哪些？

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
適合行人 (足夠的步行空間等)	100.00%	1
很多植物/綠化	0.00%	0
照明、安全攝像頭和其他安全設計	0.00%	0
有吸引力的街道級建築材料 (壁板、窗戶、門、標誌等)	0.00%	0
座位/聚會場所 (路邊咖啡館、長椅等)	0.00%	0
其他	0.00%	0
TOTAL		1

Q4

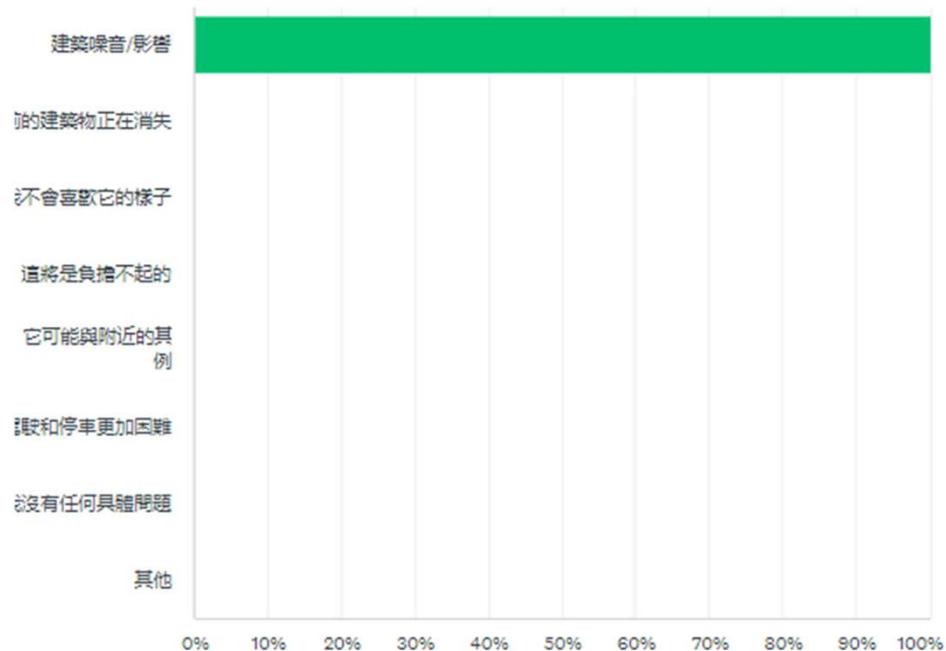


Customize

Save as ▼

您對該項目有什麼顧慮？

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ 建築噪音/影響	100.00% 1
▼ 目前的建築物正在消失	0.00% 0
▼ 我不會喜歡它的樣子	0.00% 0
▼ 這將是負擔不起的	0.00% 0
▼ 它可能與附近的其他建築物不成比例	0.00% 0
▼ 這將使附近的駕駛和停車更加困難	0.00% 0
▼ 我沒有任何具體問題	0.00% 0
▼ 其他	0.00% 0
TOTAL	1

*There were no responses from the Vietnamese Survey

Focus Seattle Khảo sát cộng đồng (Vietnamese)

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

EXPORTS

PAID FEATURE

Export your survey data in .PDF, .XLS, .CSV, .PPTX, or SPSS format.

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RESPONDENTS: 0 of 0

QUESTION SUMMARIES

INSIGHTS AND DATA TRENDS

!

Your survey has no responses

Focus Seattle Khảo sát cộng đồng (Vietnamese)

1. Mỗi liên hệ của bạn với dự án phát triển này là gì?
- ☐ Tôi sống rất gần dự án
 - ☐ Tôi sống ở khu vực chung
 - ☐ Tôi sở hữu một doanh nghiệp gần đó
 - ☐ Tôi đến thăm khu vực này thường xuyên để làm việc hoặc giải trí
 - ☐ Tôi không có mối liên hệ trực tiếp, nhưng tôi quan tâm đến sự tăng trưởng và phát triển ở Seattle
 - ☐ Khác

2. Điều gì là quan trọng nhất đối với bạn về một tòa nhà mới trên cơ sở này?

- ☐ Trông đẹp đấy
- ☐ Nó trông độc đáo và thú vị
- ☐ Rằng nó mang lại các dịch vụ hoặc tiện nghi mới cho khu vực (kinh doanh, không gian mở, v.v.)
- ☐ Đó là giá cả phải chăng cho người dân và / hoặc doanh nghiệp
- ☐ Đó là nó được thiết kế để thân thiện với gia đình
- ☐ Rằng nó được thiết kế với tính bền vững về môi trường
- ☐ Khác

3. Chúng tôi sẽ cải thiện vỉa hè và cảnh quan ở cấp đường phố. Điều nào là quan trọng nhất để thiết kế các khu vực công cộng?

- ☐ Tốt cho người đi bộ (đủ không gian để đi bộ, v.v.)
- ☐ Nhiều cây cỏ
- ☐ Hệ thống chiếu sáng, camera an ninh và các thiết kế khác để đảm bảo an toàn
- ☐ Vật liệu xây dựng hấp dẫn ở cấp đường phố (ốp, cửa sổ, cửa ra vào, biển hiệu, v.v.)
- ☐ Chỗ ngồi / nơi tụ tập (quán cà phê vỉa hè, ghế dài, v.v.)
- ☐ Khác

4. Bạn có băn khoăn gì về dự án?

- ☐ Tiếng ồn / tác động xây dựng
- ☐ Tòa nhà hiện tại sẽ biến mất
- ☐ Rằng tôi sẽ không thích vẻ bề ngoài của nó
- ☐ Rằng nó sẽ không hợp túi tiền
- ☐ Rằng nó có thể không hài hoà với những toà nhà gần đó
- ☐ Điều đó sẽ làm cho việc lái xe và đậu xe trong khu hàng xóm trở nên khó khăn hơn
- ☐ Tôi không có bất kỳ mối quan tâm cụ thể nào
- ☐ Khác

Cảm ơn bạn đã chia sẻ phản hồi về dự án của chúng tôi. Ý kiến đóng góp của bạn rất hữu ích để chúng tôi lắng nghe khi chúng tôi bắt đầu lên kế hoạch xây dựng tòa nhà mới.

Để tìm hiểu thêm về dự án này và theo dõi tiến độ của chúng tôi thông qua quá trình xem xét và cấp phép thiết kế, hãy tìm kiếm địa chỉ 900 12th Avenue của dự án trong Lịch Đánh giá Thiết kế và Công Dịch vụ Seattle.

Bạn có bất kỳ suy nghĩ hoặc ý tưởng nào khác liên quan đến dự án để chia sẻ không? Liên hệ với Cindy tại cli@vibrantcities.com

Cam kết bảo mật:

Thông tin bạn chia sẻ trong cuộc khảo sát này có thể được công khai. Vui lòng không chia sẻ bất kỳ thông tin cá nhân / nhạy cảm nào.

Done