

557 ROY ST PROJECT
CITY OF SEATTLE
REQUIRED EARLY COMMUNITY OUTREACH FOR DESIGN REVIEW
OUTREACH DOCUMENTATION
****With Updated Requirements Via Ordinance #126072***

PROJECT NUMBER: #3039269-LU

Table of Contents

- 1. Brief Summary of Outreach Methods and What We Heard from the Community**
- 2. Detailed Checklist of Early Community Outreach for Design Review**
- 3. Appendix A: Materials Demonstrating that Each Outreach Method Was Conducted**
 - Initial Planning and DON Communication*
 - *Listing on DON Blog*
 - *Outreach Plan*
 - Printed Outreach: Direct Mail*
 - *Project Poster*
 - *Direct Mailing Distribution List*
 - *List of Community Groups who Received Poster via Email*
 - Electronic/Digital Outreach: Project Website*
 - *Website Content*
 - *Website Traffic*
 - Electronic/Digital Outreach: Project Survey*
 - *Community Feedback Summary*
 - *Online Survey Text*
 - *Online Survey Results*
 - *Additional Emails/Comments Received*

Submitted by:
Natalie Quick Consulting
natalie@nataliequick.com | 206.779.0489
APRIL 2022

557 Roy St Project

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

Project Address:	557 Roy St, Seattle, WA 98109
Brief Description:	This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.
Contact:	Natalie Quick
Applicant:	Schnitzer West, LLC
Contact Information:	557RoyStProject@earlyDRoutreach.com
Type of Building:	Office
Neighborhood:	Uptown
In Equity Area	No

Brief Summary of Outreach Methods

Printed Outreach

- *Choice:* DIRECT MAILING, HIGH IMPACT
- *Requirement:* Direct mailing to all residences and businesses within approximately 500-foot radius of the proposed site.
- *What we did:* Posters were mailed to 457 residences and businesses and shared with one neighborhood community groups. Poster, details on distribution and list of community groups who received the poster via email are in Appendix A.
- *Date completed:* March 16, 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:* March 16, 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:* March 16, 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, 71 percent of survey respondents said relationship to neighborhood character; 43 percent said environmentally friendly features; 43 percent said parking; and 14 percent said interesting/unique design. Respondents encouraged the project character to aesthetically fit and meld seamlessly with its surroundings, enhance the neighborhood and not use reflective surface materials. Another respondent expressed support for sustainability, accessibility and aesthetics.
- **Exterior.** When asked what the most important consideration is for the exterior space on this property, 71 of survey respondents said landscaping; 71 percent said lighting and safety features; 43 percent said seating options and places to congregate and 29 percent said bike parking.
- **Height & Scale.** One respondent noted that building height is the most important consideration for the exterior of the property. Another respondent encouraged the project not to exceed neighboring buildings in height, and one respondent inquired how the proposed building will ensure it is not blocking morning sunlight for the 501 Roy St Condos.

Non-Design-Related Comments

- **Retail.** When asked what retail components respondents were most interested in for this location, 63 percent of survey respondents said new restaurants or bars; 50 percent said new places for coffee or breakfast; and 38 percent said new stores for shopping. When visiting a building, office, restaurant or retailer, 75 percent of survey respondents said local businesses/small businesses inspire them most to return; 50 percent said calm, restful places to reflect/relax; 38 percent said great people and service; 38 percent said thoughtful design that is open and welcoming; 25 percent said a sense of openness and natural light and 13 percent said bustling, exciting energy. One respondent noted that there are a lot of locals in the area who like to find neighborhood haunts.
- **Parking & Traffic.** One respondent encouraged offering a Tesla Super Charger Station at the new building and another noted that a top consideration for making the building successful is having enough free or low-cost parking and bike parking. Several respondents noted that access to the parking garage should not be on Taylor Ave as it gets blocked with traffic.
- **Neighborhood Impacts.** One respondent encouraged the project team to take into consideration the people who live in the neighborhood, noise and garbage issues. Another noted they enjoy their neighborhood the way it is and asked the project team not to try and change it without careful consideration as this is a low-key neighborhood and they'd like to keep it that way. One respondent encouraged that the project team to consult with design professionals who understand the needs and wants of the community. Another expressed concern about displacing businesses currently living at the address. One inquired who will manage construction impacts, including noise and traffic.
- **Safety.** One respondent noted that there is a lot of crime in the area due to the homeless population who may congregate in any outside spaces that are not behind a fence.

Living Building Pilot Program Comments

- **Needs & Assets.** When asked what the neighborhood's primary needs and assets are, 75 percent of survey respondents said sense of community; 50 percent said safety; 38 percent said overall appearance and 13 percent said economic health.
- **Vulnerable/Disinvested Populations.** When asked who the most vulnerable or disinvested populations in the Uptown Neighborhood are, 78 percent of survey respondents said residents; and others said homeless people, transients, and lower income populations. When asked what vulnerable/disinvested population's needs and assets are, 71 percent of respondents said shelter; 43 percent said healthcare; 29 percent said food, 29 percent said security; and others said mental health, relocation and visibility to natural light.
- **Project Impacts.** When asked how the project team can best avoid any negative impacts to the neighborhood, 89 percent of survey respondents said construction hours and noise; 67 percent said street closures and traffic; and 11 percent said building purpose. Others said traffic, which is congested on Taylor Avenue N going into Mercer.
- **Community Needs & Assets.** When asked how the project can help meet the needs and assets of the community; respondents encouraged the project team to help the arts and music community, offer restaurants with large outdoor seating areas, offer health care facilities and hire homeless people. One respondent noted that displacing a daycare facility is very unfortunate as childcare is already hard to find and expressed concern about the impacts of additional cars and existing parking spots.
- **History, Culture & Aspirations of Uptown.** When asked how this project might reflect and advance the history, culture and aspirations of the Uptown Neighborhood, 63 percent of survey respondents said public art; 50 percent said focus on retail offerings; and 38 percent said building design. One respondents said having small outdoor stage for live music events. Another said the word "aspirations" is a red flag.
- **Local Culture.** When asked how this new project might reflect the local culture, 43 percent of survey respondents said public art; 29 percent said focus of retail offering; and 29 percent said building design.

Miscellaneous Comments

- **Support.** One respondent noted this is a good development that will allow the continuing Up-Zoning of this part of the Uptown Neighborhood, and there are significant projects that can be undertaken in derelict lots with more basic apartments /office space.
- **Oppose.** One respondent encouraged the project team to build in another location.

557 Roy St Project

Checklist: Early Community Outreach for Design Review

DON Rule	Category	Description	Date Completed	Task Documentation
I.C.	Project Information, Public Notice	Submit project information to DON, DON posts information online or other publicly available place	3/18/22	Provided project information via email to DON staff; DON staff confirmed the information was posted on DON blog. Email confirmation included in Appendix A.
I.D. II. A. 1	Types of Outreach Outreach Methods for the Plan	CHOICE: High Impact Direct mailing to all residences and businesses within approximately 500-ft radius of the proposed site Posters include all requirements in III.A	3/16/22	Poster mailed to 457 residences and businesses and shared with one neighborhood community groups. Map and details of mailing are in Appendix A.
I.D. II.A.2	Types of Outreach Outreach Methods for the Plan	CHOICE: High Impact Interactive project website with public commenting function.	3/16/22	Project website established and publicized via poster. Monitored daily for comments from the Website. Developed an interactive project website with project information and a public commenting function. Website included in Appendix A.
I.D. II.A.3	Types of Outreach Outreach Methods for the Plan	CHOICE: High Impact Online survey	3/16/22	Online survey established and publicized via poster with link to survey featured on the project website.
III.A.	Printed	All printed outreach materials shall: <ul style="list-style-type: none"> • Include a brief summary of the proposal • Include the address of the project/property and the SDCI number if available • Identify a project contact person • Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant • Include where any additional project information can be found (such as the Seattle Services Portal) • Include a statement informing the public that any information collected may be made public 	3/16/22	Copy of direct mailing poster included in Appendix A.
III.B.	Electronic, Digital	All electronic/digital outreach material shall:	3/16/22	Survey and project website established. Checked for comments

		<ul style="list-style-type: none"> • Include a brief summary of the proposal • Include the address of the project/property and SDCI project number if available • Identify a project contact person • Provide an email address, survey link, phone number or alternative way of providing feedback on the project directly to the applicant • Include where any additional project information can be found (such as the Seattle Services Portal) • Be publicized on at least one printed outreach method • Be publicly available for a minimum of 21 days • Include a statement informing the public that any information collected may be made public 		daily. Website content and survey results featured in Appendix A.
VI.A.1.	Outreach Documentation	Summary	4/11/22	Outreach Plan copy included in Appendix A.
VI.A.2.	Outreach Documentation	Printed Material Documentation	4/11/22	See notation above for Print Outreach. Copies of poster and mailer distribution map to 457 residents and businesses included in Appendix A.
VI.A.3.	Outreach Documentation	Digital Documentation	4/11/22	See notation above for Digital Outreach. Website content and survey results included in Appendix A.

557 Roy St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Project Poster

- *Project Poster*
- *Poster Distribution Details*
- *List of Community Groups who Received Poster via Email*

Electronic/Digital Outreach: Project Website

- *Website Content*
- *Website Traffic*

Electronic/Digital Outreach: Project Survey

- *Community Feedback Summary*
- *Online Survey Text*
- *Online Survey Results*
- *Additional Emails/Comments Received*



DON_DREarlyOutreach
<DREarlyOutreach@Seattle.gov>



Fri 3/25/2022 10:49 AM

To: 557 Roy St Project

Cc: natalie@nataliequickconsulting.com

Apologies for the delay! Your project has been posted to the blog: <https://designreviewoutreach.seattle.gov/2022/03/557-roy-st/>

City of Seattle Design Review Required Outreach

Outreach Plan / February 10th, 2022

Project Address:	557 Roy St, Seattle, WA 98109
Brief Description:	This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.
Contact:	Natalie Quick
Applicant:	Schnitzer West, LLC
Contact Information:	557RoyStProject@earlyDRoutreach.com
Type of Building:	Office
Neighborhood:	Uptown
In Equity Area	No

OUTREACH PLAN

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

- **Printed Outreach: Direct Mail**
We will develop a full-color project flyer and mail to residents and businesses within a 500-foot radius of the project. Flyers will include SDCI project number, address and email address, as well as basic project information that directs interested parties to the project website and project survey.
- **Electronic / Digital Method #1: Website**
We will create a project website that includes a description of the project, details about the project team, details surrounding zoning, context and site map and relevant past projects completed by the project team. We will also include a link to the Seattle Services Portal, project email address and details about the overall timeline. A link to provide comments will be included on the site, along with a link to a project survey.
- **Electronic / Digital Method #2: Online Survey**
We will create a brief project survey that is tailored to the project and includes opportunity to provide specific feedback about notable project and site components.

557 Roy St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Direct Mail

- *Project Poster*
- *Poster Distribution Details*
- *List of Community Groups who Received Poster via Email*

Electronic/Digital Outreach: Project Website

- *Website Content*
- *Website Traffic*

Electronic/Digital Outreach: Project Survey

- *Community Feedback Summary*
- *Online Survey Text*
- *Online Survey Results*
- *Additional Emails/Comments Received*

Opportunity to Provide Online Input on the 557 Roy St Project

ABOUT THE PROJECT

This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.

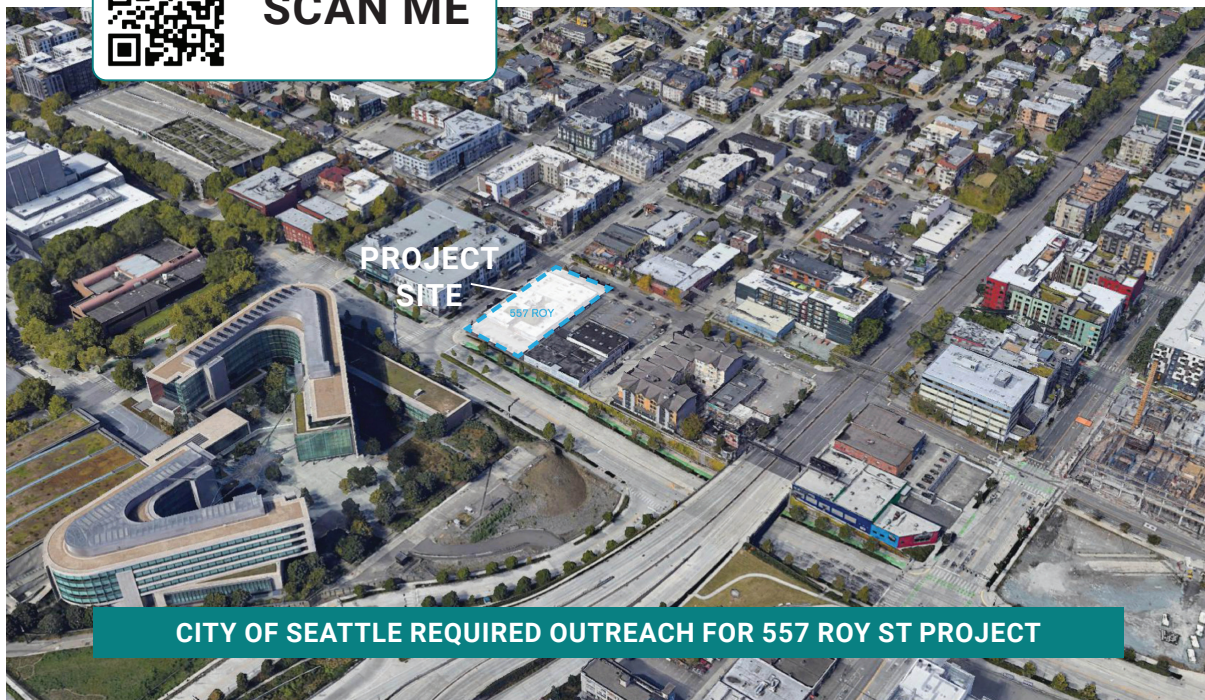


SCAN ME

What: Let us know what you think! Visit our website at www.557RoyStProject.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 557RoyStProject@earlyDRoutreach.com



ADDITIONAL PROJECT DETAILS

Project Address:
557 Roy St, Seattle, WA 98109

Contact:
Natalie Quick

Applicant:
SWB Seattle II West, LLC

Additional Project Information on Seattle Services Portal via the Project Number:
3039269-LU

Project Email:
557RoyStProject@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: 557 Roy St Project

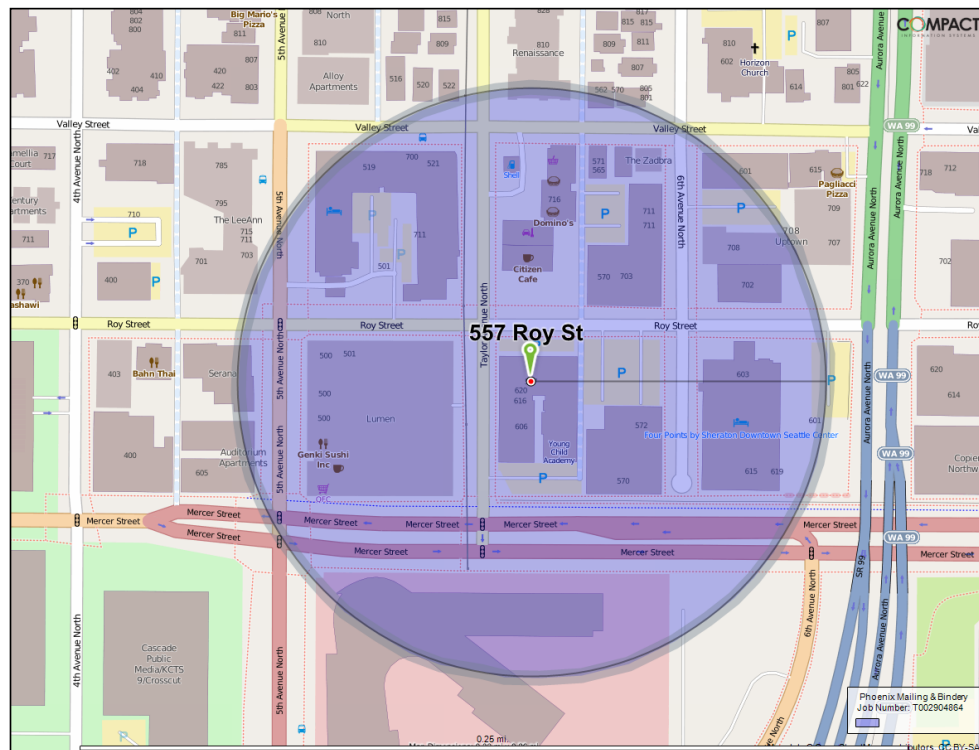
Poster Mailing Details

DISTRIBUTION DATE: March 16, 2022

Project Address:	557 Roy St, Seattle, WA 98109
Brief Description:	This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.
Contact:	Natalie Quick
Applicant:	Schnitzer West, LLC
Contact Information:	557RoyStProject@earlyDRoutreach.com
Type of Building:	Office
Neighborhood:	Uptown
In Equity Area	No

The project flyer was shared with **457 businesses and residents** within a **500-foot radius** of the project addresses of 557 Roy St. A map detailing the mailing radius and invoice confirming delivery follows.

MAILING MAP



MAILING INVOICE



Lisa Kidwell <lisakidwell@preciselywrite.biz>

Quote: (457 count - 557 Roy St Project)

1 message

Mike Moazez <Mikem@mmpunions.com>

Tue, Feb 15, 2022 at 2:23 PM

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: 457=\$439.68 + Tax + postage = \$749.15

Postage: 457=\$265.06

Please allow 2-3 business days to produce

Thank you,

Mike Moazez

MAILING CONFIRMATION



Lisa Kidwell <lisakidwell@preciselywrite.biz>

Mailing confirmation - 557 Roy St Flyers

Customer Service <CSR@mmpunion.com>

Thu, Mar 17, 2022 at 12:13 PM

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

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

Hi Lisa,

Yes, the flyers for the project located at [557 Roy St](#) were mailed 3/16/22.

Thank you,

~Ron

Please reply all.

MMPUNION.COM

2960 4th Ave S Suite 112

Seattle WA 98134-1203

Open: M—F 9am—5pm

[Quoted text hidden]

Community Group Notification: 557 Roy St Project

Poster E-Mailing Details
E-MAILING DATE: March 18th, 2022

COMMUNITY GROUPS WHO RECEIVED PROJECT NOTIFICATION

Notification of the 557 Roy St project was sent along with a copy of the project flyer to one community group listed on the Department of Neighborhoods “Neighborhood Snapshot” on 3/18/22, including:

- Seattle Center Advisory Committee

COMMUNITY GROUP NOTIFICATION EMAIL

New project in your neighborhood - 557 Roy St



5

557 Roy St Project

Fri 3/18/2022 10:49 AM

To: SCComm@seattle.gov



Hello-

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

For more information, you can visit our project website or take our project survey at www.557RoyStProject.com

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

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

Thank you!

-The 557 Roy St Project Team

557 Roy St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Direct Mail

- *Project Poster*
- *Poster Distribution Details*
- *List of Community Groups who Received Poster via Email*

Electronic/Digital Outreach: Project Website

- *Website Content*
- *Website Traffic*

Electronic/Digital Outreach: Project Survey

- *Community Feedback Summary*
- *Online Survey Text*
- *Online Survey Results*
- *Additional Emails/Comments Received*

Project Website: 557 Roy St Project | WEBSITE TEXT

Project Address:	557 Roy St, Seattle, WA 98109
Brief Description:	This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.
Contact:	Natalie Quick
Applicant:	Schnitzer West, LLC
Contact Information:	557RoyStProject@earlyDRoutreach.com
Type of Building:	Office
Neighborhood:	Uptown
In Equity Area	No

HOME PAGE

IMAGES:	Project Site
TEXT:	<p>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.</p> <p>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</p> <p>This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.</p> <p>Survey. Take our online survey to share your thoughts about the project site and components.</p>
LINK:	<p>Survey- 557 Roy St Survey Click Here</p> <p>Provide comments here.</p> <p>Hello and thank you for visiting our 557 Roy St Required Project Outreach page. Please feel free to leave your comments here. All comments will be documented and submitted to the City as part of this process and are considered public comment.</p> <p>557RoyStProject@earlyDRoutreach.com</p>

Name *

First Name

Last Name

Email *

Message *

Send

FORM:

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.

557RoyStProject@earlyDRoutreach.com

LINKS: Email- 557RoyStProject@earlyDRoutreach.com

BUTTON: **LEARN MORE**

TEXT: 557 Roy St Project
PROJECT #: 3039269-LU
This outreach is part of the city of Seattle’s required outreach for design review. March 2022.

Project Team

Developer: Schnitzer West

Architect: Woerman Collins

Project Vision

557 Roy introduces itself as the second phase of the Interval development, the newest ultra sustainable office building in the Uptown neighborhood. Artfully crafted while also pursuing the living building challenge, this building will create a destination point for local residents and building tenants alike through the redevelopment of the Mercer Street wall into a beautiful open space plaza and pedestrian connection. The combination of timeless design, innovation, at-grade activation, and on-site renewable energy production helps establish a new standard for office construction within the Uptown Arts and Culture district.

Estimated Project Timeline

- Entitlement/Permitting: Now – Q1 2024
- Construction Starting: Q1 2024 – Q2 2024
- Construction Completion: Q3 2025 – Q4 2025

Zoning

Site Plan

Past Projects

IMAGES: Zoning
Site Plan
Past Projects

LINK: none

PAGE URL: www.557RoyStProject.com/project-overview

WEBSITE IMAGES

557 Roy St Project

Welcome to our Project Website, which is part of the City of Seattle's Required Outreach in advance of Design Review. While the project is in its early stages, the information on this site will give you a sense of the project vision, timelines and how we're approaching design.

Please feel free to take the Project Survey and/or leave Comments. Note that all information obtained will be part of the Documentation for this effort and is considered public comment.



557 Roy St, Seattle

This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.

[Learn More](#)

Survey.

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

[557 Roy St Survey Click Here](#)

Provide comments here.

Hello and thank you for visiting our 557 Roy St 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.

557RoyStProject@earlyDRoutreach.com

557 St Seattle, WA 98109

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 557 Roy St Project

ABOUT THE PROJECT

This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.

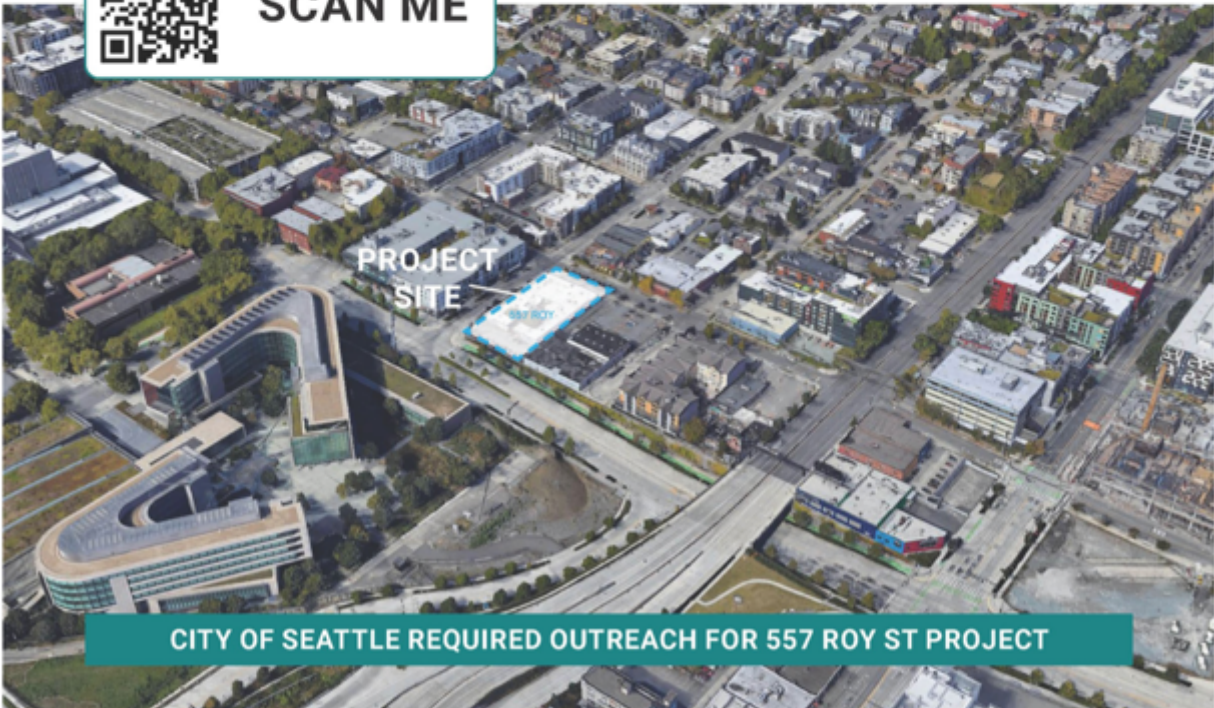


SCAN ME

What: Let us know what you think! Visit our website at www.557RoyStProject.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 557RoyStProject@earlyDRoutreach.com



ADDITIONAL PROJECT DETAILS

Project Address:
557 Roy St, Seattle, WA 98109

Contact:
Natalie Quick

Applicant:
SWB Seattle II West, LLC

Additional Project Information on Seattle Services Portal via the Project Number:
3039269-LU

Project Email:
557RoyStProject@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.

Contact us.

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

557RoyStProject@earlyDRoutreach.com

557 Roy St, Seattle, WA 98109

WEBSITE ANALYTICS

557 Roy St Project

Website Analytis

Traffic

Custom

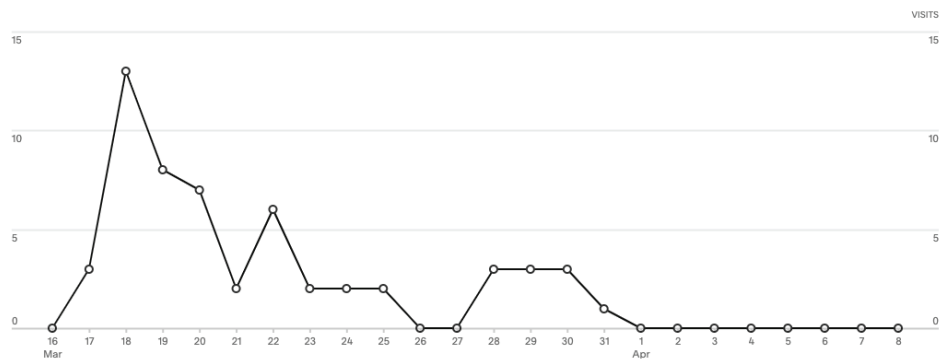
\$ USD

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
55	62.26%	52	77
+1,733% mo/mo	-7% mo/mo	+2,500% mo/mo	+1,440% mo/mo

Visits

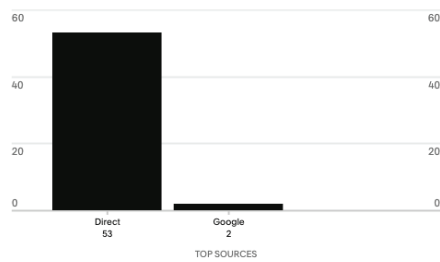
Mar 16–Apr 8, 2022 • 55 Total +1,733% mo/mo

Daily

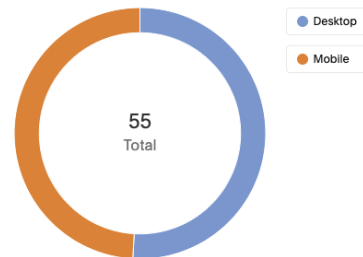


Top Sources by Visits

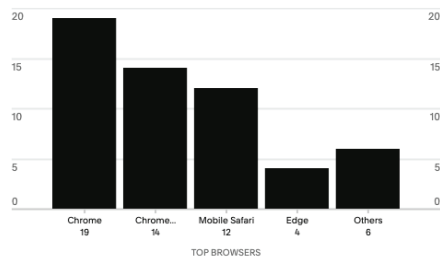
VIEW SOURCES



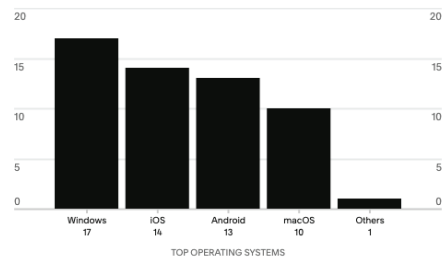
Top Devices by Visits



Top Browsers by Visits



Top Operating Systems by Visits



557 Roy St Project

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

Table of Contents

Initial Planning and DON Communication

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

Printed Outreach: Project Poster

- *Project Poster*
- *Mailing Area Map*
- *Mailing Area Details*
- *Direct Mailing Distribution List*
- *List of Community Groups who Received Poster via Email*

Electronic/Digital Outreach: Project Website

- *Website Content*
- *Website Traffic*

Electronic/Digital Outreach: Project Survey

- *Community Feedback Summary*
- *Online Survey Text*
- *Online Survey Results*
- *Additional Emails/Comments Received*

Community Outreach: 557 Roy St Project

Comment Summary

Project Address:	557 Roy St, Seattle, WA 98109
Brief Description:	This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished.
Contact:	Natalie Quick
Applicant:	Schnitzer West, LLC
Contact Information:	557RoyStProject@earlyDRoutreach.com
Type of Building:	Office
Neighborhood:	Uptown
In Equity Area	No

Comment Total:

- From Website: 0
- From Email: 0
- From Survey: 6

Design-Related Comments

- **Design & Character.** When asked what is most important about the design of a new building on this property, 71 percent of survey respondents said relationship to neighborhood character; 43 percent said environmentally friendly features; 43 percent said parking; and 14 percent said interesting/unique design. Respondents encouraged the project character to aesthetically fit and meld seamlessly with its surroundings, enhance the neighborhood and not use reflective surface materials. Another respondent expressed support for sustainability, accessibility and aesthetics.
- **Exterior.** When asked what the most important consideration is for the exterior space on this property, 71 of survey respondents said landscaping; 71 percent said lighting and safety features; 43 percent said seating options and places to congregate and 29 percent said bike parking.
- **Height & Scale.** One respondent noted that building height is the most important consideration for the exterior of the property. Another respondent encouraged the project not to exceed neighboring buildings in height, and one respondent inquired how the proposed building will ensure it is not blocking morning sunlight for the 501 Roy St Condos.

Non-Design-Related Comments

- **Retail.** When asked what retail components respondents were most interested in for this location, 63 percent of survey respondents said new restaurants or bars; 50 percent said new places for coffee or breakfast; and 38 percent said new stores for shopping. When visiting a building, office, restaurant or retailer, 75 percent of survey respondents said local businesses/small businesses inspire them most to return; 50 percent said calm, restful places to reflect/relax; 38 percent said great people and service; 38 percent said thoughtful design that is open and welcoming; 25 percent said a sense of openness and natural light and 13 percent said bustling, exciting energy. One respondent noted that there are a lot of locals in the area who like to find neighborhood haunts.
- **Parking & Traffic.** One respondent encouraged offering a Tesla Super Charger Station at the new building and another noted that a top consideration for making the building successful is having enough free or low-cost parking and bike parking. Several respondents noted that access to the parking garage should not be on Taylor Ave as it gets blocked with traffic.

- **Neighborhood Impacts.** One respondent encouraged the project team to take into consideration the people who live in the neighborhood, noise and garbage issues. Another noted they enjoy their neighborhood the way it is and asked the project team not to try and change it without careful consideration as this is a low-key neighborhood and they'd like to keep it that way. One respondent encouraged that the project team to consult with design professionals who understand the needs and wants of the community. Another expressed concern about displacing businesses currently living at the address. One inquired who will manage construction impacts, including noise and traffic.
- **Safety.** One respondent noted that there is a lot of crime in the area due to the homeless population who may congregate in any outside spaces that are not behind a fence.

Living Building Pilot Program Comments

- **Needs & Assets.** When asked what the neighborhood's primary needs and assets are, 75 percent of survey respondents said sense of community; 50 percent said safety; 38 percent said overall appearance and 13 percent said economic health.
- **Vulnerable/Disinvested Populations.** When asked who the most vulnerable or disinvested populations in the Uptown Neighborhood are, 78 percent of survey respondents said residents; and others said homeless people, transients, and lower income populations. When asked what vulnerable/disinvested population's needs and assets are, 71 percent of respondents said shelter; 43 percent said healthcare; 29 percent said food, 29 percent said security; and others said mental health, relocation and visibility to natural light.
- **Project Impacts.** When asked how the project team can best avoid any negative impacts to the neighborhood, 89 percent of survey respondents said construction hours and noise; 67 percent said street closures and traffic; and 11 percent said building purpose. Others said traffic, which is congested on Taylor Avenue N going into Mercer.
- **Community Needs & Assets.** When asked how the project can help meet the needs and assets of the community; respondents encouraged the project team to help the arts and music community, offer restaurants with large outdoor seating areas, offer health care facilities and hire homeless people. One respondent noted that displacing a daycare facility is very unfortunate as childcare is already hard to find and expressed concern about the impacts of additional cars and existing parking spots.
- **History, Culture & Aspirations of Uptown.** When asked how this project might reflect and advance the history, culture and aspirations of the Uptown Neighborhood, 63 percent of survey respondents said public art; 50 percent said focus on retail offerings; and 38 percent said building design. One respondents said having small outdoor stage for live music events. Another said the word "aspirations" is a red flag.
- **Local Culture.** When asked how this new project might reflect the local culture, 43 percent of survey respondents said public art; 29 percent said focus of retail offering; and 29 percent said building design.

Miscellaneous Comments

- **Support.** One respondent noted this is a good development that will allow the continuing Up-Zoning of this part of the Uptown Neighborhood, and there are significant projects that can be undertaken in derelict lots with more basic apartments /office space.
- **Oppose.** One respondent encouraged the project team to build in another location

557 Roy St Project Survey

Thank you for taking the time to complete our survey for the 557 Roy St project! This project proposes construction of an eight-story office building with ground-level retail and below-grade parking for 169 vehicles. The project is participating in the Living Building Pilot Program. Existing buildings at this site to be demolished. We would like to hear your thoughts on our vision and approach for this project.

This survey will be open from March 18, 2022 to April 8, 2022, after which time we'll start preparing for the design review process and other permitting steps. PLEASE NOTE: as part of the City of Seattle's required outreach for design review, all data collected within this survey is considered public information according to the [Public Records Act](#). Please do not share any sensitive or personal information within your responses.

1. What is your connection to this development project?

- ☐ I live very close to the project
- ☐ I live in the general area
- ☐ I own a business nearby
- ☐ I visit the area often for work or leisure
- ☐ I don't have a direct connection, but I care about growth and development in Seattle
- ☐ Other

2. What is most important to you about the design of this property?

- ☐ Attractive Materials
- ☐ Interesting & Unique Design
- ☐ Environmentally-Friendly Features
- ☐ Relationship to Neighborhood Character
- ☐ Parking
- ☐ Other _____

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

- ☐ Landscaping
- ☐ Lighting & Safety Features
- ☐ Seating Options & Places to Congregate
- ☐ Bike Parking

___ Other _____

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

- ___ New Stores for Shopping
- ___ New Places for Coffee or Breakfast
- ___ New Restaurants or Bars
- ___ Other _____

5. When visiting a building, office, restaurant or retailer, what most inspires you to return?

- ___ Great people and service
- ___ Local businesses / Small businesses
- ___ Thoughtful design that is open and welcoming
- ___ Bustling, exciting energy
- ___ Calm, restful places to reflect and relax
- ___ A sense of openness and natural light
- ___ Color and materials used in design
- ___ Other _____

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

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

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

9. Anything else you'd like to add?

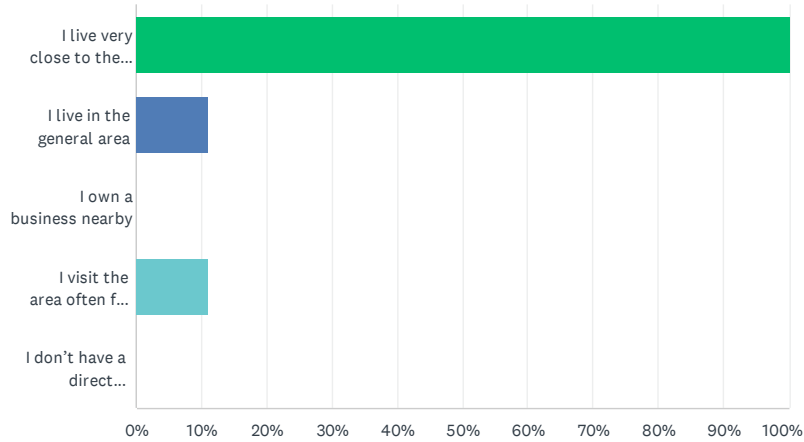
FORM SUBMITTED PAGE

Thank you for sharing thoughts! Your feedback is very helpful as we plan our proposed project. To track our progress through the design review and permitting process, look-up the project address (557 Roy St) in the [Seattle Services Portal](#). To learn more about the early outreach for design review process, visit the [Department of Neighborhoods webpage](#). You may also send us an email at 557RoyStProject@earlyDRoutreach.com.

557 Roy St Project Survey

Q1 What is your connection to this development project?

Answered: 9 Skipped: 0



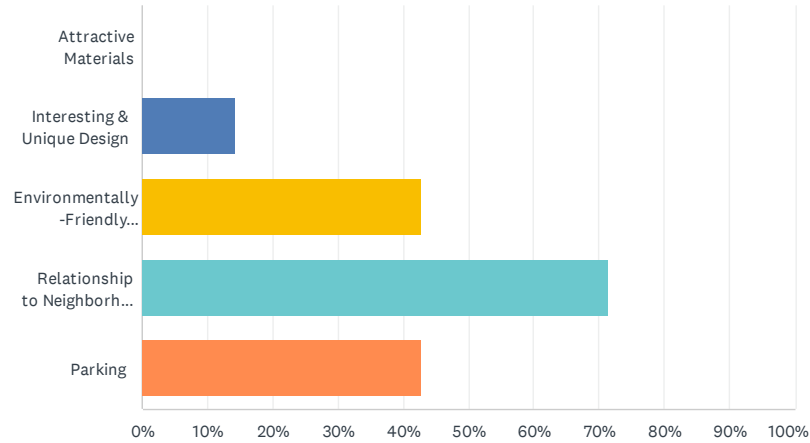
ANSWER CHOICES		RESPONSES	
I live very close to the project		100.00%	9
I live in the general area		11.11%	1
I own a business nearby		0.00%	0
I visit the area often for work or leisure		11.11%	1
I don't have a direct connection, but I follow growth and development in Seattle		0.00%	0
Total Respondents: 9			

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

557 Roy St Project Survey

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

Answered: 7 Skipped: 2



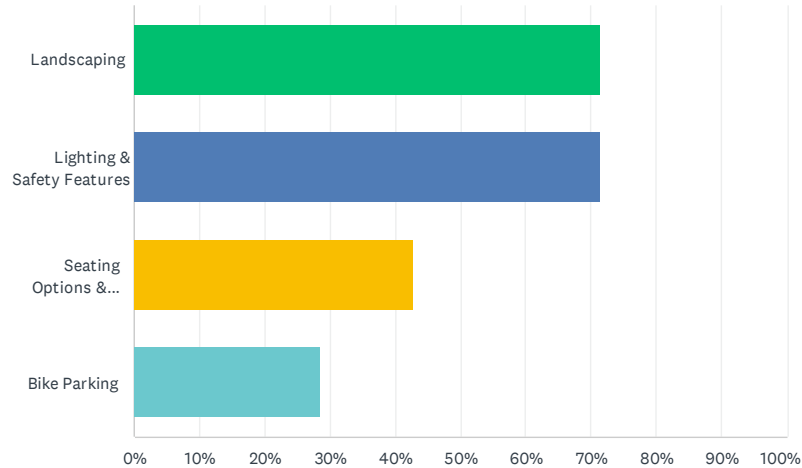
ANSWER CHOICES		RESPONSES	
Attractive Materials		0.00%	0
Interesting & Unique Design		14.29%	1
Environmentally-Friendly Features		42.86%	3
Relationship to Neighborhood Character		71.43%	5
Parking		42.86%	3
Total Respondents: 7			

#	OTHER (PLEASE SPECIFY)	DATE
1	Tesla Super Charger Stations (please!!!)	3/21/2022 2:27 PM

557 Roy St Project Survey

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

Answered: 7 Skipped: 2



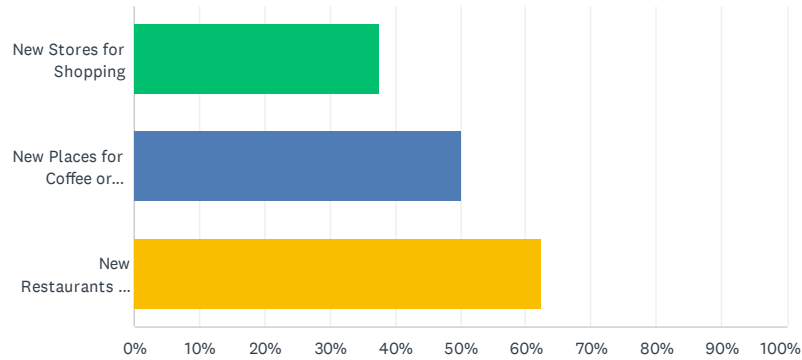
ANSWER CHOICES	RESPONSES	
Landscaping	71.43%	5
Lighting & Safety Features	71.43%	5
Seating Options & Places to Congregate	42.86%	3
Bike Parking	28.57%	2
Total Respondents: 7		

#	OTHER (PLEASE SPECIFY)	DATE
1	Building height	4/9/2022 6:52 PM
2	my apartment complex would face it	3/20/2022 6:12 PM

557 Roy St Project Survey

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

Answered: 8 Skipped: 1



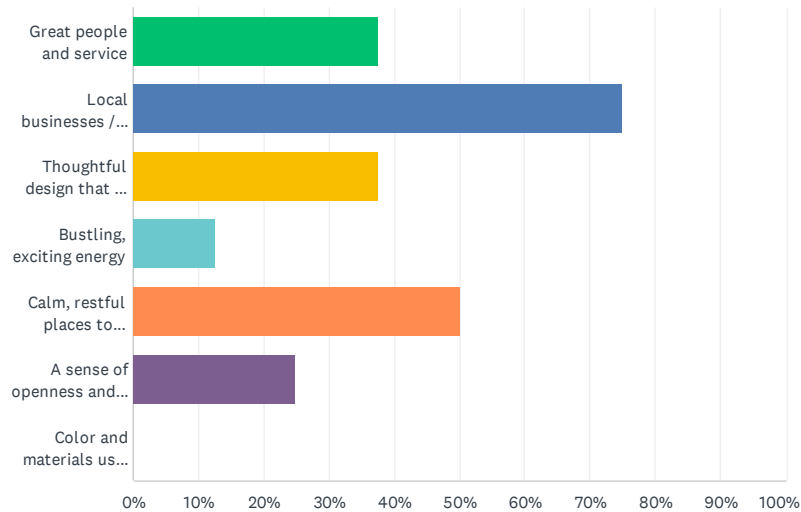
ANSWER CHOICES		RESPONSES	
New Stores for Shopping		37.50%	3
New Places for Coffee or Breakfast		50.00%	4
New Restaurants or Bars		62.50%	5
Total Respondents: 8			

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

557 Roy St Project Survey

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

Answered: 8 Skipped: 1



ANSWER CHOICES		RESPONSES	
Great people and service		37.50%	3
Local businesses / small businesses		75.00%	6
Thoughtful design that is open and welcoming		37.50%	3
Bustling, exciting energy		12.50%	1
Calm, restful places to reflect and relax		50.00%	4
A sense of openness and natural light		25.00%	2
Color and materials used in design		0.00%	0
Total Respondents: 8			

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

557 Roy St Project Survey

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

Answered: 6 Skipped: 3

#	RESPONSES	DATE
1	That they fit in with the rest of the neighborhood, aesthetically	4/9/2022 6:52 PM
2	Tesla Super Chargers (not destination chargers)	3/21/2022 2:27 PM
3	They enhance the neighborhood	3/20/2022 11:58 PM
4	Sustainable, accessible, aesthetics	3/20/2022 3:53 PM
5	Consideration for the people who live in the neighborhood, noise issues, garbage issues, etc.	3/19/2022 4:53 PM
6	Height of building should not exceed neighboring buildings. Surface materials should not be reflective. Character of building should meld seamlessly with surroundings.	3/18/2022 3:10 PM

557 Roy St Project Survey

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

Answered: 7 Skipped: 2

#	RESPONSES	DATE
1	The height should be no higher than the buildings around the block to aesthetically fit into the neighborhood	4/9/2022 6:52 PM
2	What's your consideration for the blocked light and view for the nearby residential building (501 Roy street)? How do you ensure your proposed building is not blocking sunlight especially in the morning for the residents in the 501 Roy street condo?	3/24/2022 7:19 PM
3	There is a lot of crime due to homeless population	3/21/2022 2:27 PM
4	There are a lot of locals who like to find neighborhood haunts.	3/20/2022 11:58 PM
5	Live directly across street. How will construction be managed, especially noise & traffic.	3/20/2022 3:53 PM
6	There is a homeless population that wanders in this area due to it's proximity to downtown, they will congregate at any outside spaces that are not behind a fence.	3/19/2022 4:53 PM
7	This is a low-key residential neighborhood. We would prefer to keep it that way.	3/18/2022 3:10 PM

557 Roy St Project Survey

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

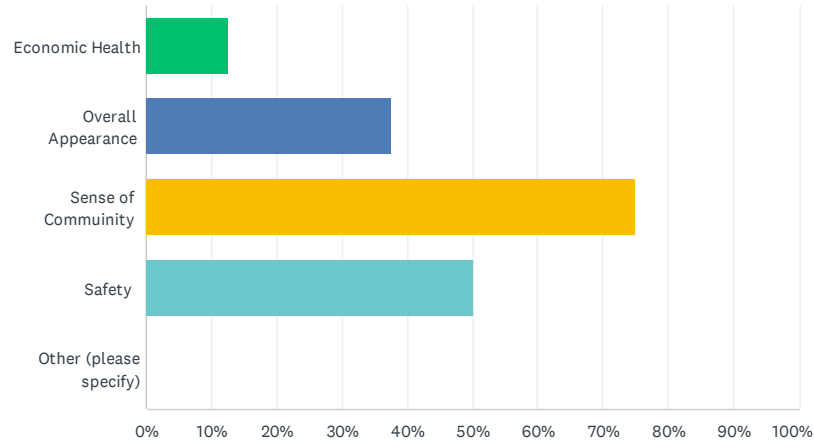
Answered: 7 Skipped: 2

#	RESPONSES	DATE
1	The height should be no higher than the buildings around the block to aesthetically fit into the neighborhood	4/9/2022 6:52 PM
2	Taking into consideration of neighboring residential building needs!	3/24/2022 7:19 PM
3	Exciting restaurants with large outdoor seating areas.	3/21/2022 2:27 PM
4	To have enough parking, preferably low cost or free and bike parking	3/20/2022 11:58 PM
5	Consideration for the neighbors it will affect.	3/20/2022 3:53 PM
6	That's your problem.	3/19/2022 4:53 PM
7	Consult with design professionals who understand the needs and wants of the community.	3/18/2022 3:10 PM

557 Roy St Project Survey

Q9 What would you say are the neighborhood's primary needs and assets?

Answered: 8 Skipped: 1



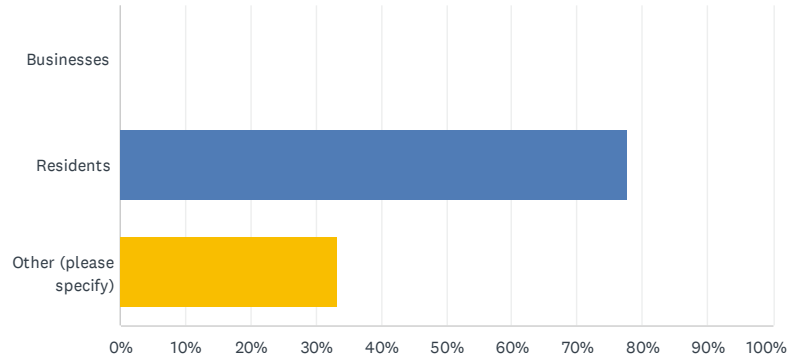
ANSWER CHOICES	RESPONSES
Economic Health	12.50% 1
Overall Appearance	37.50% 3
Sense of Community	75.00% 6
Safety	50.00% 4
Other (please specify)	0.00% 0
Total Respondents: 8	

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

557 Roy St Project Survey

Q10 Who would you say are the most vulnerable or disinvested populations in the Uptown neighborhood?

Answered: 9 Skipped: 0



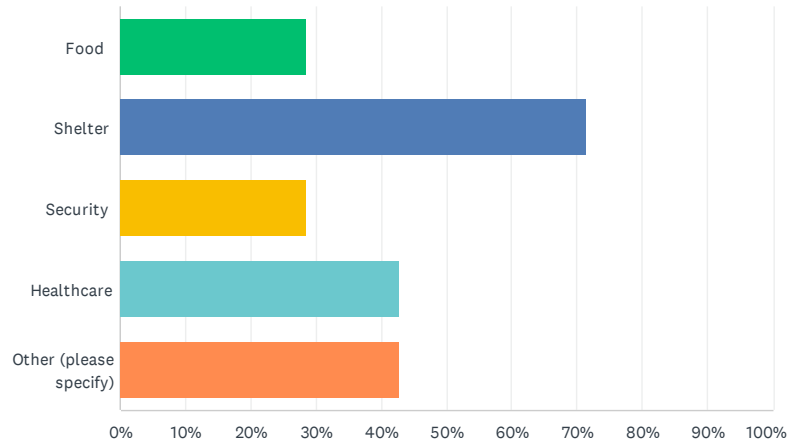
ANSWER CHOICES	RESPONSES	
Businesses	0.00%	0
Residents	77.78%	7
Other (please specify)	33.33%	3
Total Respondents: 9		

#	OTHER (PLEASE SPECIFY)	DATE
1	homeless people	3/21/2022 2:27 PM
2	Lower income residents	3/20/2022 11:58 PM
3	Homeless and transients	3/18/2022 3:10 PM

557 Roy St Project Survey

Q11 With regards to question 11, what are their needs and assets?

Answered: 7 Skipped: 2



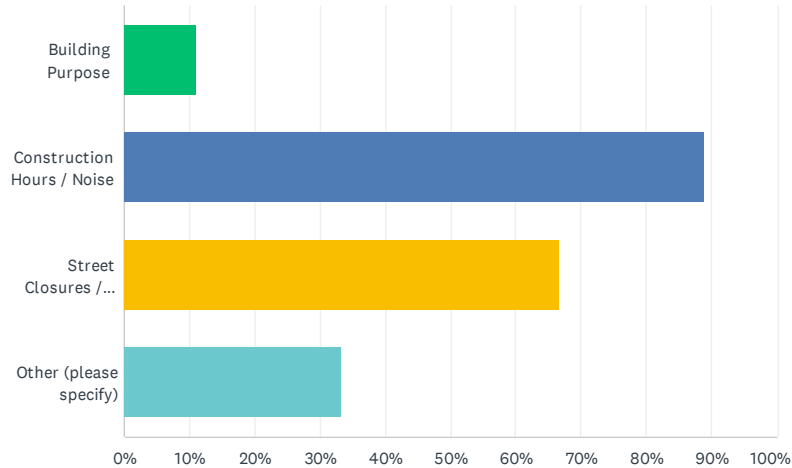
ANSWER CHOICES	RESPONSES
Food	28.57% 2
Shelter	71.43% 5
Security	28.57% 2
Healthcare	42.86% 3
Other (please specify)	42.86% 3
Total Respondents: 7	

#	OTHER (PLEASE SPECIFY)	DATE
1	Visibility to natural light, if this building is blocking light it would be very unfortunate	4/9/2022 6:52 PM
2	mental health	3/21/2022 2:27 PM
3	Relocation	3/18/2022 3:10 PM

557 Roy St Project Survey

Q12 How best can the project team best avoid any negative impacts to the neighborhood?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES
Building Purpose	11.11% 1
Construction Hours / Noise	88.89% 8
Street Closures / Traffic	66.67% 6
Other (please specify)	33.33% 3
Total Respondents: 9	

#	OTHER (PLEASE SPECIFY)	DATE
1	Traffic is already incredibly congested on Taylor Ave going onto Mercer	4/9/2022 6:52 PM
2	Taylor Avenue N is constantly backed up and needs to be addressed by the city.	3/21/2022 2:27 PM
3	Build in another location.	3/18/2022 3:10 PM

557 Roy St Project Survey

Q13 How would you say the project can help meet the needs and assets of the community?

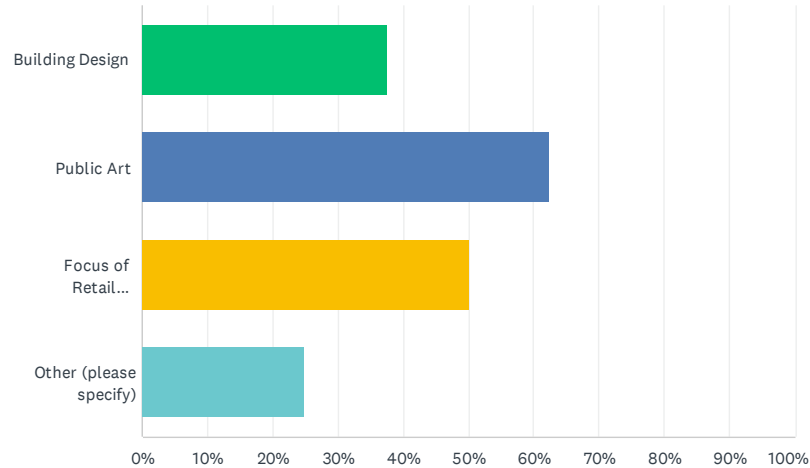
Answered: 5 Skipped: 4

#	RESPONSES	DATE
1	Displacing a current daycare facility is very unfortunate for the neighborhood. Childcare is already so hard to find. Additionally, the traffic is very congested on this block and I'm worried about adding additional cars with the parking spots will make it much worse	4/9/2022 6:52 PM
2	We have a dire need for more restaurants with large outdoor seating areas. Also, please hire some homeless people if possible.	3/21/2022 2:27 PM
3	Help the arts and music community	3/20/2022 11:58 PM
4	We are significantly underserved for health care facilities in this immediate area. Having health care practitioners in the building would be of interest (doctor, dentist, etc)	3/19/2022 4:53 PM
5	Go away.	3/18/2022 3:10 PM

557 Roy St Project Survey

Q14 How might this project reflect and advance the history, culture and aspirations of the Uptown neighborhood?

Answered: 8 Skipped: 1



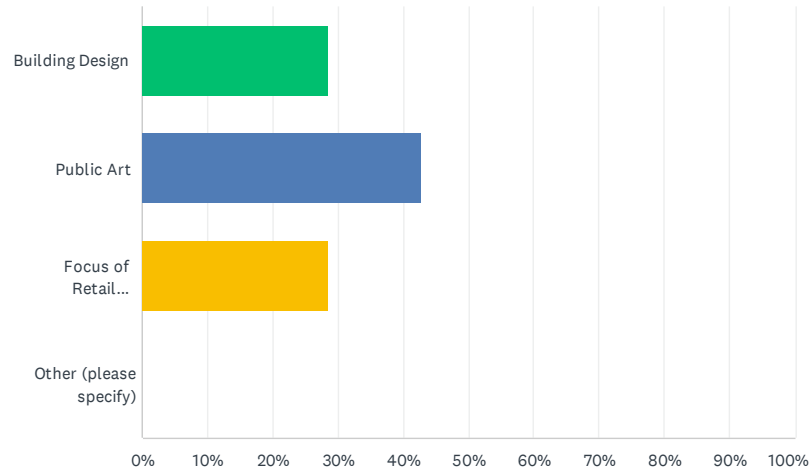
ANSWER CHOICES	RESPONSES
Building Design	37.50% 3
Public Art	62.50% 5
Focus of Retail Offerings	50.00% 4
Other (please specify)	25.00% 2
Total Respondents: 8	

#	OTHER (PLEASE SPECIFY)	DATE
1	Small outdoor stage for live music and events	3/21/2022 2:27 PM
2	The word "aspirations" is a red flag.	3/18/2022 3:10 PM

557 Roy St Project Survey

Q15 How might this new project reflect the local culture?

Answered: 7 Skipped: 2



ANSWER CHOICES		RESPONSES	
Building Design		28.57%	2
Public Art		42.86%	3
Focus of Retail Offerings		28.57%	2
Other (please specify)		0.00%	0
TOTAL			7

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

557 Roy St Project Survey

Q16 Anything else you'd like to add?

Answered: 6 Skipped: 3

#	RESPONSES	DATE
1	Traffic congestion is a huge concern for those in the neighborhood. It already takes about 20 minutes to get out of the QFC garage during rush hour which is ridiculous. There needs to be an alternative entrance and exit onto Mercer for this building. Additionally, this building should not be taller than other buildings around the block. It will block natural sunlight for the residents facing the building in which Dexter Yards has already done.	4/9/2022 6:52 PM
2	Please take into the consideration of neighboring residents needs!	3/24/2022 7:19 PM
3	The traffic on Taylor Ave N needs to be addressed. Access to your garage should not be on Taylor Ave N as it get's blocked with traffic all the time.	3/21/2022 2:27 PM
4	A bit concerned about displacing businesses currently located at address. We are friends/customers of a few.	3/20/2022 3:53 PM
5	This is a good development that will allow the upzoning of this part of Uptown to continue, there are significant projects that can be undertaken with derelict lots, buildings or simply replacing the single-story industrial warehouse style buildings with more housing and office space. Not luxury apartments or luxury anything, just basic apartments.	3/19/2022 4:53 PM
6	We enjoy our neighborhood as it is. Please don't try to change it without careful consideration. This will require a talented designer. Who is up for the task?	3/18/2022 3:10 PM

PROJECT EMAILS/COMMENTS

N/A