

PRC

From: Megan Kruse <kruse.megan@gmail.com>
Sent: Tuesday, June 1, 2021 7:15 PM
To: PRC; Torgelson, Nathan; Torres, Crystal
Cc: Mike McCoy; Tom Goeltz; STEPHEN ROBERTS; Ruth Danner; Steve Hall; Steve Horvath; Nadine Tull; Cynthia R Pearson; Carrie Hollack; Karen Gielen; Bob Seidman, Cell; Bob Braun
Subject: #3028017-EG requires valid Early Community Outreach before its EDG2 Meeting
Attachments: Final Outreach Documentation 3028017-EG-4.pdf; SDCI Sample Outreach Plan for Belltown Highrise Project.pdf; #3028017-EG post card sent to 56 buildings in high density neighborhood.png.pdf; #3028017-EG Print Mailing List Part 1.png.pdf; #3028017-EG Print mailing list Part 2.pdf

Categories: Public Comment

CAUTION: External Email

June 1, 2021

To: Nathan Torgelson, Director SDCI
Crystal Torres, Land Use Planner SDCI

RE: #3028017-EG needs Early Community Outreach before its June 15, 2021 EDG2 Meeting

On behalf of project neighbor Escala Condominium and other downtown residents, we ask SDCI to delay the June 15, 2021 EDG2 Meeting for #3028017-EG so it can fulfill its Early Community Outreach requirements as outlined in [SDCI Director's Rule 4-2018](#) and [DON Director's Rule 1-2018](#).

The community outreach effort described in the project's attached documentation shows a mock process that fails to comply with the Directors Rule requirements and was designed to avoid detection while checking the box for public engagement.

#3028017-EG is within 500' of 56 buildings representing thousands of residents, workers and businesses, at the nexus of Belltown and the Downtown equity zone. Yet, the applicant reports **they did not receive a single email, phone message or survey response**.

It's easy to see why.

The project conducted virtually all of its outreach online without the public being aware it was happening.

The applicant failed to provide the required physical signage and print materials and did not provide required notice on the Early Community Outreach sites set up for this purpose.

The applicant specifically:

--Did not post signage at the project site and in the surrounding neighborhood as required.

--Did not mail printed notices to the households within a 500' radius of the project as required. Instead they sent one 4" x 6" postcard to each of the 56 buildings within 500' of the project. The 56 postcards were not addressed to anyone's attention and lacked a building name, only an address and zip code. Without an addressee, it's doubtful whether the card was delivered and if it was, who would have received it.

--The applicant failed to run a print ad in a local print publication. Instead they ran 7 online ads in the online *Seattle Weekly*, including some small, confusing banners providing the outreach website address but no indication this was part of a public notice process.

--The applicant failed to post notices on the Department of Neighborhoods websites as required including the Early Outreach Design Review Project [Blog](#) and the Early Community Outreach Design Review event [calendar](#).

--The project portal number changed without listing the Early Outreach notice under #3028017-LU, the project number on Accela that had been used for project updates for the past three years. Instead, at the start of the Early Community Outreach process, the applicant switched portal reporting numbers without also posting the Early Outreach notice under the previous LU suffix, effectively evading detection by anyone following the project.

--Critical and required information was missing from both the 56 printed postcards and all online materials. This includes the SDCI project number, a link to SDCI's project portal and a timeline for Design Review.

Attached is a sample outreach program SDCI provided for a similar but smaller Belltown mixed use high rise. The outreach effort by #3028017-EG bears little resemblance.

Failure to meet outreach requirements points to a lack of respect for people and the process of community engagement.

SDCI established the rules of early community engagement and has a responsibility to the public to hold applicants accountable when they circumvent the process.

The Early Community Outreach website states, "the intent of this outreach is to be inclusive of interested parties to allow for a diversity of neighborhood perspectives to be heard."

A three week dialogue is not equivalent to twenty minutes allotted for public comment at an EDG meeting.

Please adhere to due process established by the City. Delaying #3028017's EDG2 until the applicant holds a true Community Outreach process that meets criteria.

Thank you,

Megan Kruse
On behalf of Escala