

EXAMPLES OF EARLY COMMUNITY OUTREACH PLANS FOR DESIGN REVIEW June 2018 Draft

This document is intended to serve as a resource for development projects conducting early community outreach for Design Review, as required by <u>Seattle Ordinance No. 125429</u> and joint SDCI Director's Rule 4-2018 / DON Director's Rule 1-2018. While the proposed Rule contains the specific requirements and process for early community outreach, this document helps provide examples of how outreach could be planned and documented to meet the intent and requirements of the Rule.

EXAMPLES OF OUTREACH PLANS

	EXAMPLE OUTREACH PLAN OPTION 1 (Townhouse Scenario)	EXAMPLE OUTREACH PLAN OPTION 2 (Small Apt Building Scenario)	EXAMPLE OUTREACH PLAN OPTION 3 (Medium Apt Building Scenario)	EXAMPLE OUTREACH PLAN OPTION 4 (Large Apt Building Scenario)	EXAMPLE OUTREACH PLAN OPTION 5 (Highrise Scenario)	EXAMPLE OUTREACH PLAN OPTION 6 (Affordable Housing Scenario)
In-Person Outreach	 MULTI-PRONGED METHODS: Door-to-door canvassing/visits (to homes and businesses within a 500 ft radius at least seven days in advance of the first drop-in hours) Drop-in hours at local venue (open to the general public) 	 HIGH-IMPACT METHOD: Focus Group (open to representatives of community organizations registered on DON's Community Connector or listed in DON's Neighborhood Snapshot) 	 MULTI-PRONGED METHODS: Brief presentation at a local community organization's regular meeting (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public). Drop-in hours at a local venue that is open to the public 	HIGH-IMPACT METHOD: • Guided community site walk (open to the general public)	 HIGH-IMPACT METHOD: Co-host a community meeting with a community organization (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public). 	 HIGH-IMPACT METHOD*: Presentation at a local community organization's meeting (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot and meeting is open to the general public). * Note: This method is only high-impact for affordable housing projects conducting outreach for OH
Digital Outreach	 MULTI-PRONGED METHODS: Basic project webpage Project hotline (with information about project and voicemail option) ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Drop-in hours events added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance 	 MULTI-PRONGED METHODS: Basic project webpage Emails to project distribution list (and community organizations identified by DON) ALSO: Project info is added to DON's Early Outreach Blog (by applicant) before all other outreach begins 	 HIGH-IMPACT METHOD: Online survey ALSO: Project info is added to DON's Early Outreach Blog (by applicant) before all other outreach begins Both events are added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance 	 MULTI-PRONGED METHODS: Basic project webpage Post on a local, online news outlet (promote project webpage and site walk) ALSO: Project info is added to DON's Early Outreach Blog (by applicant) before all other outreach begins Guided site walk event added to DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance 	 HIGH-IMPACT METHOD: Interactive project website (multiple pages with public commenting function) ALSO: Project info is added to DON's Early Outreach Blog (by applicant) before all other outreach begins DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance 	 MULTI-PRONGED METHODS: Basic project webpage Email to community organizations identified by DON ALSO: Project info is added to DON's Early Outreach Blog (by applicant) before all other outreach begins Presentation at community org meeting added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance
Printed Outreach	 HIGH-IMPACT METHOD: Door to door flyer (delivered to homes and businesses within a 500 ft radius at least seven days in advance of drop-in hours, promotes the project webpage, project hotline number, and drop-in hours) 	 HIGH-IMPACT METHOD: 10 posters in neighborhood (hung within ½ mile of the site and promote the project webpage, five are visible from the street) 	 HIGH-IMPACT METHOD: Door to door fact-sheet (delivered to homes and businesses within a 500 ft radius at least seven days in advance of both in-person events, promotes the survey and in-person events) 	 HIGH-IMPACT METHOD: Direct mailing (to homes and businesses within a 500 ft radius at least 14 days in advance of site walk event, promotes project webpage and site walk) 	MULTI-PRONGED METHODS: • Sign posted on site • Advertisement in local print paper (Both include basic project information and promote the interactive project website and community meeting)	 HIGH-IMPACT METHOD: Direct mailing (to homes and businesses within a 500 ft radius at least seven days in advance of in- person event, promotes project webpage and community org meeting).

EXAMPLES OF OUTREACH CONDUCTED FOR SPECIFIC PROJECT SCENARIOS

	EXAMPLE SCENARIO FOR OPTION 1	EXAMPLE SCENARIO FOR OPTION 2	EXAMPLE SCENARIO FOR OPTION 3	EXAMPLE SCENARIO FOR OPTION 4	EXAMPLE SCENARIO FOR OPTION 5	EXAMPLE SCENARIO FOR OPTION 6
	(Townhouses)	(Small Apartment Building)	(Medium Apartment Building)	(Large Apartment Building)	(Highrise)	(Affordable Housing)
Example	West Seattle	Capitol Hill Pike/Pine Corridor (Vicinity)	Crown Hill	Columbia City	Belltown / South Lake Union	University District
Project	Approx. 8,000 sf / 6 townhouses	Approx. 17,000 sf / 20 apartments	Approx. 50,000 ft / 40-50 apartments	(located in an Equity Area)	Approx. 500,000 sf / 30 stories	Approx. 40,000 sf / 60 apartments
Description	3 stories	4 stories	5 stories	Approx. 100,000 sf / 80-100 apartments	Hotel with several floors of condos and	7 stories
-	Residential arterial	Residential arterial near retail corridors	Corner of commercial arterial,	6 stories	ground-floor retail	Side street in a mixed-use area
		Green component	bordering residential, some live/work	Commercial arterial, bordering	Mixed use, very dense area	Affordable Housing (100%)
			MFTE (affordable housing) component	residential, ground-floor retail		Non-Profit Developer using public funds

Prepared by Seattle Department of Construction & Inspections (SDCI) and Department of Neighborhoods (DON)

Learn more: seattle.gov/neighborhoods/outreach-and-engagement/design-review-for-early-outreach



	EXAMPLE SCENARIO FOR OPTION 1	EXAMPLE SCENARIO FOR OPTION 2	EXAMPLE SCENARIO FOR OPTION 3	EXAMPLE SCENARIO FOR OPTION 4	EXAMPLE SCENARIO FOR OPTION 5	EXAMPLE SCENARIO FOR OPTION 6
	(Townhouses)	(Small Apartment Building)	(Medium Apartment Building)	(Large Apartment Building)	(Highrise)	(Affordable Housing)
In-Person					HIGH-IMPACT METHOD:	
In-Person Outreach	 MULTI-PRONGED METHODS: Door-to-door canvassing/visits to homes and businesses within 500 ft radius of project at least seven days before the first drop-in hours event. Leaves a printed flyer on each stoop. Hosts drop-in hours in a small meeting room at the local library for one hour on two weekday evenings. Basic project information is printed out for reference. A member of the project team is available to answer questions and hear feedback. 	 HIGH-IMPACT METHOD: Hosts a 2-hour focus group on a weekday evening in a nearby meeting space (found on DON's Spacefinder). Invites representatives of the following community organizations (orgs are registered on DON's Community Connector or listed in DON's Neighborhood Snapshot) to attend: Community council Local land use group Local cultural organization Local business support org After reaching out to DON for other suggestions, invites green building advocacy group as well. Email invitations are sent two weeks in advance and include link to the project webpage. At the meeting, group discusses site and two members of project team ask questions intended to solicit priorities 	 MULTI-PRONGED METHODS: Contacts a local community organization (org is registered on DON's Community Connector or Neighborhood Snapshot) asking to be on the agenda at their next monthly meeting. At the meeting, held on a weekday evening and open to the general public, two members of the project team present basic project info for 10 minutes then answers questions and hears feedback for 10 minutes. Hosts drop-in hours at a local bakery or cafe for two hours on a Saturday afternoon. Coffee is provided. Basic project information is printed out for reference. Two members of the project team are available to answer questions and hear feedback. 	 HIGH-IMPACT METHOD: Hosts a 1-hour community site walk on a Sunday afternoon. Walk is open to the general public and focuses on the view of the site from the sidewalk in front of the site, the view of the site from across the street, and the edges of the site. At DON suggestion, site walk does not include very challenging terrain that would create accessibility issues, and a voice amplifier is used. Due to location in an Equity Area, DON suggests holding the site walk on the weekend, providing basic refreshments (water and juice/lemonade), and making the event family-friendly. 	 HIGH-IMPACT METHOD: Co-hosts a 2-hour open house with the local Community Council (org is registered on DON's Community Connector or listed in DON's Neighborhood Snapshot). Event is open to the general public and is held on a weekday evening in a community space near the project site (found on DON's Spacefinder). Large comment boards (24x36 inches) are used to share information and collect community feedback. Three members of the project team and three members of Community Council are available to answer questions and help record feedback. Event is cross- promoted by Community Council. 	 HIGH-IMPACT METHOD*: Contacts a local community organization (registered on DON's Community Connector or listed in DON's Neighborhood Snapshot)) asking for 20 minutes on the agenda at their next meeting. At the meeting, held on a weekday evening and open to the general public, two members of project team present basic project info for 10 minutes then answer questions and hear feedback for 10 minutes. * Note: This method is high-impact only for affordable housing projects required to conduct additional outreach by the Office of Housing
Digital Outreach	 MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the door-to-door canvassing occurs. Webpage has basic project info and project hotline number and promotes drop-in hours. Project hotline with recorded, current information about project, how to find webpage, info on upcoming drop-in hours, and option to leave voicemail. Hotline is set up by the time the door- to-door canvassing occurs. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Drop-in hours events are added to DON's "Early Outreach for Design Review" calendar" (by applicant) at least seven days in advance 	 and concerns. MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the focus group invitations are sent and the posters go up. Webpage has basic project info and opportunity to sign up for project email distribution list for updates. Emails to distribution list and community orgs. First email is sent after the focus group meeting, to summarize the feedback heard from the focus group. Recipients are encouraged to forward email on to their networks. A second email is sent just before submitting EDG application to provide basic information on next steps for design review. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins 	 HIGH-IMPACT METHOD: Creates online survey that provides very basic background information on the project, asks eight questions intended to solicit priorities and concerns. Survey is published/live before fact-sheet is delivered and open for at least 21 days. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Drop-in hours event and community organization meeting is added to DON's "Early Outreach for Design Review" calendar seven days in advance 	 MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the news outlet post goes up and the direct mail postcard goes out. Webpage has basic project info and promotes community site walk. Posts information about project and community site walk on a local, online news outlet. Includes link to project webpage. News outlet method is suggested by DON staff due to location in an Equity Area and the broad audience reached. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Community site walk is added to DON's "Early Outreach for Design Review" calendar seven days in advance 	 HIGH-IMPACT METHOD: Interactive project website is published/ live by the time the large sign goes up and newsletter goes out. Website includes a landing page and multiple sub-pages with project email distribution list sign-up, ways to share comments online, background information, project goals, and easy to understand graphics. The website also promotes the upcoming open house. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Community meeting added to DON's "Early Outreach for Design Review" calendar (by applicant) 14 days in advance 	 MULTI-PRONGED METHODS: Basic project webpage is published/ live by the time the direct mailing and email to distribution list are sent Email to distribution list that includes community-based organizations registered on DON's Community Connector or listed in DON's Neighborhood Snapshot, sent at least two weeks before in-person event. Includes link to project webpage and promotes upcoming in-person event. ALSO: Project info added to DON's Early Outreach Blog (by applicant) before all other outreach begins Presentation at community org meeting is added to DON's "Early Outreach for Design Review" calendar (by applicant) seven days in advance



	EXAMPLE SCENARIO FOR OPTION 1	EXAMPLE SCENARIO FOR OPTION 2	EXAMPLE SCENARIO FOR OPTION 3	EXAMPLE SCENARIO FOR OPTION 4	EXAMPLE SCENARIO FOR OPTION 5	EXAMPLE SCENARIO FOR OPTION 6
	(Townhouses)	(Small Apartment Building)	(Medium Apartment Building)	(Large Apartment Building)	(Highrise)	(Affordable Housing)
Printed	HIGH-IMPACT METHOD:	HIGH-IMPACT METHOD:	HIGH-IMPACT METHOD:	HIGH-IMPACT METHOD:	MULTI-PRONGED METHODS:	HIGH-IMPACT METHOD:
Outreach	• Door to door flyer (half page) dropped off at homes and businesses within a 500 ft radius of site at least seven days before the first drop-in event. Flyer includes project info and the web URL/address to the basic project webpage and promotes the drop-in hours event.	 10 posters (11x17 inches) hung in the following locations within ½ mile of the project: one in the window of the restaurant down the street, four on utility poles within a block of the site, one on a bulletin board in the local library, and four inside other nearby businesses. Posters includes basic project info and URL/address to the project webpage. Also let people know they can sign up for email updates on the webpage. Posters are hung at the same time that focus 	• Door to door (8.5x11) fact-sheet delivered to homes and businesses within a 500 ft radius of the site at least seven calendar days in advance of both in-person events. Fact sheet promotes the online survey, the upcoming drop-in hours event, and the upcoming community org's meeting.	• Direct mailing postcard (via Postal Service) sent to addresses (homes, individual apartments, and businesses) within a 500 ft radius from the site at least 14 calendar days before the site walk. Postcard includes basic project info and URL/address to the project webpage and promotes site walk event. Direct mailing method was suggested by DON staff due to location in an Equity Area and the prevalence of apartment/renter households in the vicinity.	 One 3x6 ft colorful vinyl poster is printed and posted near the sidewalk at the site at least 14 days before open house. It contains basic project information and URL/address to the interactive project website and promotes the upcoming open house. Publishes a small ad in a neighborhood monthly print paper at least two weeks before open house. Promotes upcoming open house and provides the URL/address for the 	• Direct mailing to homes and businesses within a 500 ft radius at least seven days before community org's meeting. Includes basic project information and project webpage URL/address and promotes community org's meeting.
		group members are contacted.			interactive project website.	
EXAMPLES O	F DOCUMENTATION SUBMITTED TO	group members are contacted.				

EXAMPLES OF DOCUMENTATION SUBMITTED TO DEPARTMENT OF NEIGBHORHOODS

	DOCUMENTATION FOR	DOCUMENTATION FOR	DOCUMENTATION FOR	DOCUMENTATION FOR	DOCUMENTATION FOR	DOCUMENTATION FOR
	SCENARIO/OPTION 1	SCENARIO/OPTION 1	SCENARIO/OPTION 1	SCENARIO/OPTION 1	SCENARIO/OPTION 1	SCENARIO/OPTION 1
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		Green component	bordering residential, some live/work	Commercial arterial, bordering	Mixed use, very dense area	Affordable Housing (100%)
			MFTE (affordable housing) component	residential, ground-floor retail		Non-Profit Developer using public funds
In-Person	• Copy of sign-in sheets from drop-in	• Copy of email inviting community orgs	 Copy of sign-in sheet from drop-in 	• Copy of applicant notes from	• Copy of sign-in sheet from open house	• Copy of agenda from community org's
Outreach	events	to attend focus group	event	community site walk		meeting
	• Copy of map showing the area	• Copy of sign in sheet from focus group	• Copy of agenda from community org's			
	canvassed	meeting	meeting			
Digital	• Webpage address and screen shot	 Copy of two emails sent and 	 Survey URL/address and screen 	 News outlet post URL/address and 	• Website address and screen shot	 Webpage address and screen shot
Outreach	/print-out	distribution list	shot/print-out	screen shot/ print-out	/print-out	/print-out
	• Hotline phone number and transcript	• Webpage address and screen shot		• Webpage address and screen shot		• Copy of email sent and distribution list
	of out-going message(s)					
Printed	• Digital copy of flyer	• Photo of the posters on-site at five	• Digital copy of fact sheet	• Digital copy of direct mail postcard	• Photo of large sign posted on site	• Digital copy of direct mail postcard
Outreach	• Map showing the area that received	venues/locations	 Map showing the area that received 	• Map showing the area that received	• Digital copy of local print ad and	• Map showing the area that received
	the flyer	• Addresses of all poster locations	the fact sheet	direct mailing	distribution area	direct mailing
Summary	• One-page list of outreach methods	• One-page list of outreach methods	• One-page list of outreach methods	• One-page list of outreach methods	• One-page list of outreach methods	• One-page list of outreach methods
of	used. Includes a sentence describing	used. Includes a sentence describing	used. Includes a sentence describing	used. Includes a sentence describing	used. Includes a sentence describing	used. Includes a sentence describing
Outreach	each method and the associated	each method and the associated	each method and the associated	each method and the associated	each method and the associated	each method and the associated
Plan	dates. Includes a brief description of	dates, and a brief description of how	dates, and a brief description of how	dates, and a brief description of how	dates, and a brief description of how	dates, and a brief description of how
	how people were directed to the	people were directed to the project	people were directed to the online	people were directed to the project	people were directed to the project	people were directed to the project
	project webpage.	webpage.	survey.	webpage.	website.	webpage.
Summary	• One-page summary of feedback heard	• One-page summary of feedback heard	•One-page summary of feedback heard	• One-page summary of feedback heard	• One-page summary of feedback heard	• One-page summary of feedback heard
of	during drop-in hours, door-to-door	from focus group and via email.	at local community org meeting,	at site walk and received via email.	at open house, through interactive	at community org meeting and via
Feedback	canvassing, voicemails on hotline, and		during drop-in hours, through online		project website, and via email.	email.
	via email.		survey, and via email.			



