

## **8704 Greenwood Ave N – Early Community Outreach Plan**

Initiate Contact with DON (completed 6/21)

Confirmed with DON that 8704 is not in an “Equity Area”

Complete one high impact or two multi-pronged activities within each outreach type prior to submitting for EDG.

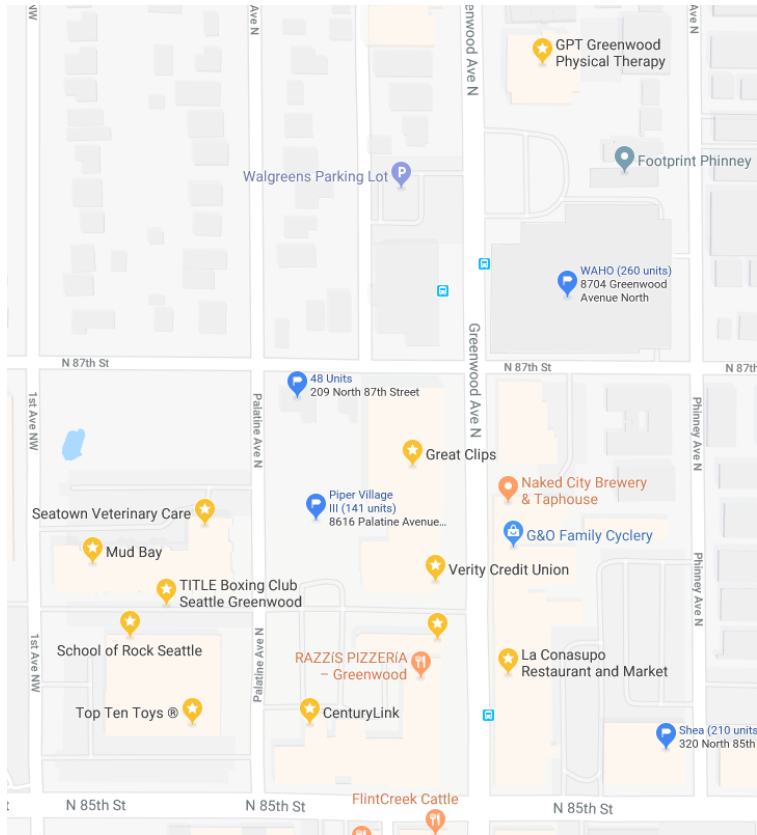
### **Printed Outreach (high-impact)**

Poster – “Posters hung in a minimum of 10 local businesses, community centers, or other 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”. All 10 businesses we selected are within ½ mile of the site (as shown on the map) and 9/10 posters were displayed in business windows, visible from the sidewalk. Posters were hung on July 30<sup>th</sup> and August 3<sup>rd</sup>.

Our printed materials included 1) a brief summary of the proposal, 2) the address of the project, 3) identified a contact person for the project, 4) provided an email address for providing feedback, and 5) included a statement informing the public that any information collected may be made public.



10 Local Businesses where these are posted:



Verity Credit Union – 8533 Greenwood Ave N



Top Ten Toys – 120 N 85<sup>th</sup> St



La Conasupo Market – 8532 Greenwood Ave N



Green Bean Coffee – 8525 Greenwood Ave N



Great Clips – 8551 Greenwood Ave N



Greenwood Physical Therapy – 8750 Greenwood Ave N



Century Link – 8528 Palatine Ave N



Mud Bay – 8532 1<sup>st</sup> Ave NW



School of Rock – 101 N 85<sup>th</sup> St



Title Boxing Club – 112 N 85<sup>th</sup> St

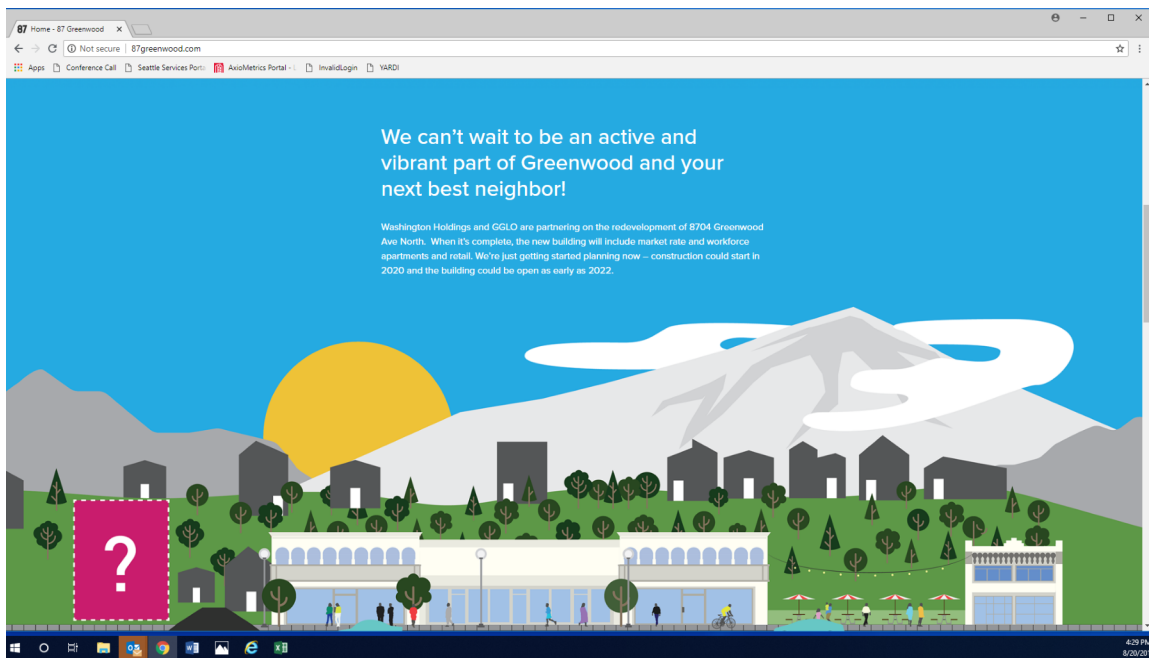
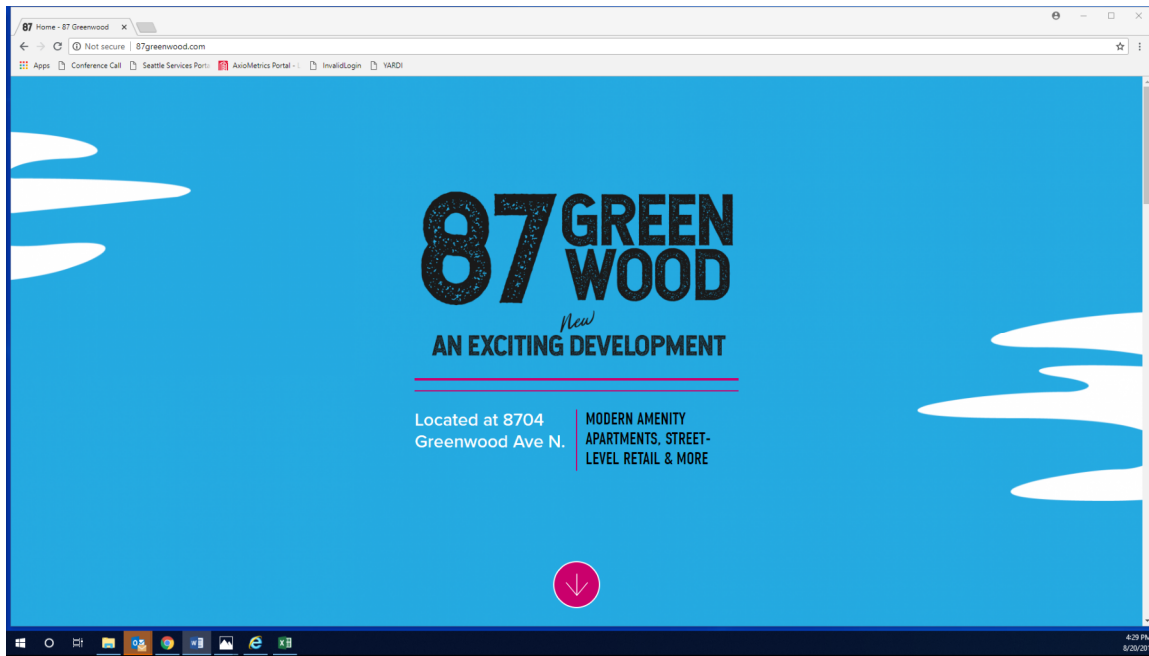


Seatown Veterinary Care – 8542 1<sup>st</sup> Ave NW



## Electronic/Digital Outreach (high impact)

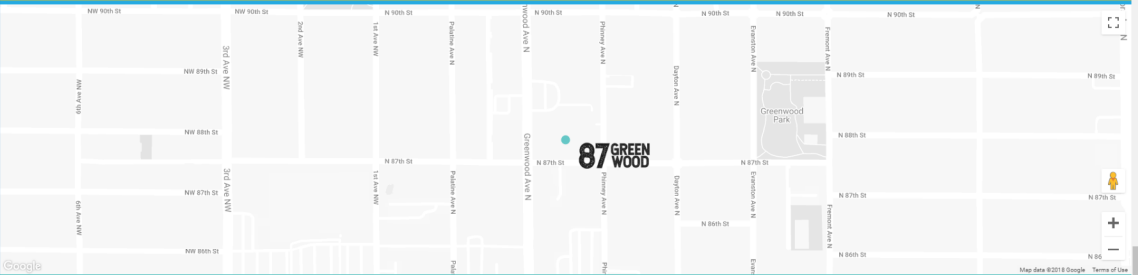
Online Survey. We created the website [www.87greenwood.com](http://www.87greenwood.com) which contained a survey that included questions suggested by the DON. The electronic outreach 1) included a brief summary of the proposal, 2) included the project address, 3) identified a contact person and contact information, 4) included where additional information can be found, 5) was publicized on printed outreach, 6) was publicly available for a minimum of 21 days and 7) included a statement informing the public that any information collected may be made public.



87 Home - 87 Greenwood

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Before our architects put pencil to paper, we'd love to hear thoughts!

First Name  Last Name

Email  Phone

What is your connection to this development project? (select all that apply)

Click to select...

What is your favorite building in Greenwood? Why?

4:30 PM 8/20/2018

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Apps | Conference Call | Seattle Services Portal | Axiometrics Portal | InvalidLogin | YARDI

What is your connection to this development project? (select all that apply)

Click to select...

What is your favorite building in Greenwood? Why?

Type in your answer

What is most important to you about a new building on this property? (select up to two)

Click to select...

We will be providing retail space at the street-level. What types of businesses would you like to see? (select up to two)

Click to select...

What type of retail is missing in Greenwood? What specific businesses would you like to see come to the neighborhood?

Type in your answer

We will be improving the sidewalks and landscaping at the street-level. Which are the most important for designing the public areas? (select up to two)

Click to select...

What concerns do you have about the project? (select any/all that apply)

Click to select...

Why did you choose to live in Greenwood?

Type in your answer

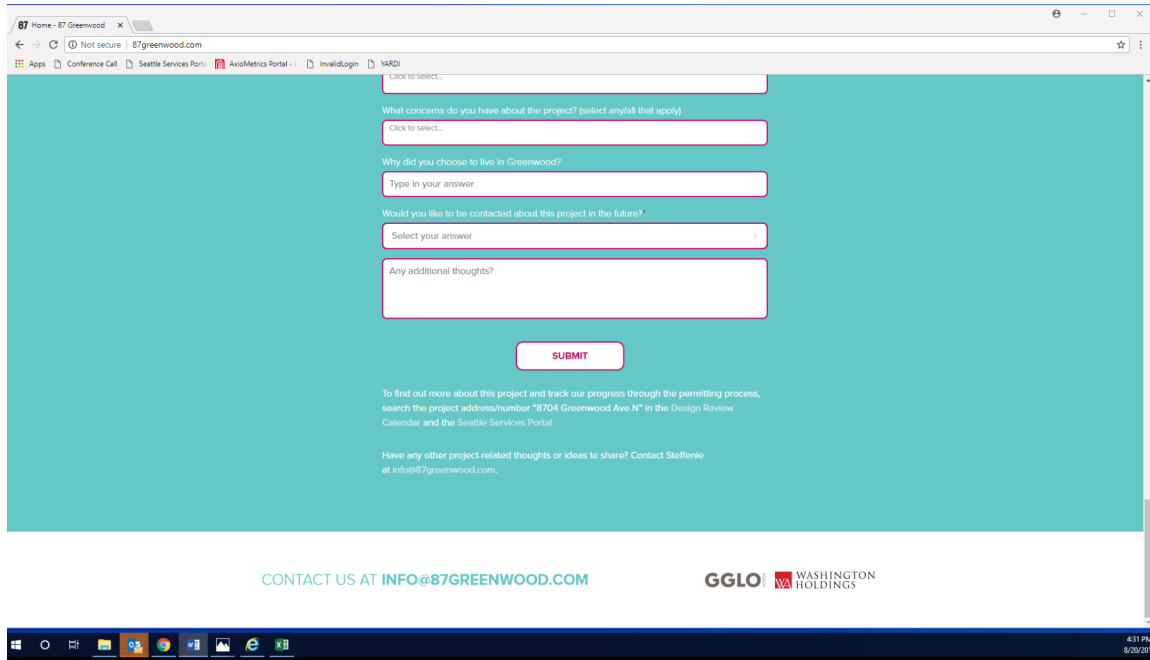
Would you like to be contacted about this project in the future?

Select your answer

Any additional thoughts?

4:30 PM 8/20/2018





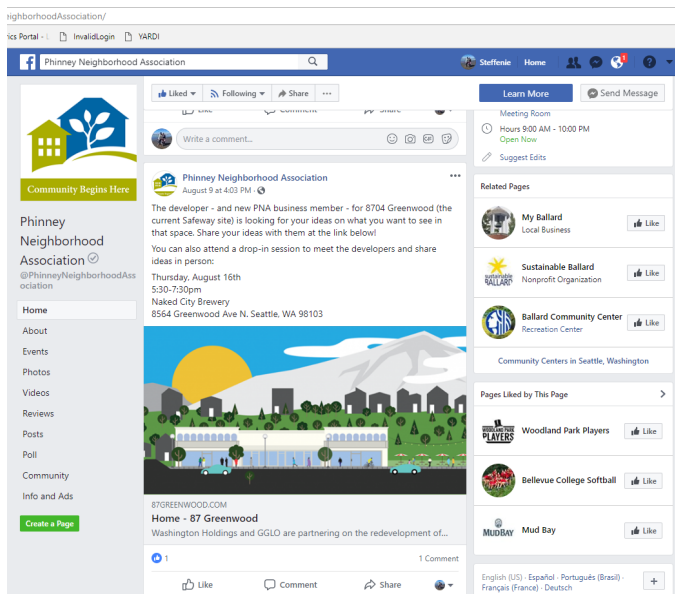
#### Survey questions :

1. What is your connection to this development project? (select all that apply)
  - 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 [fill in blank, 100 character maximum]
2. What is your favorite building in Greenwood? Why?
3. What is most important to you about a new building on this property? (select up to two)
  - That it is nice looking
  - That it looks unique and interesting
  - That it brings new services or amenities to the area (businesses, open space, etc.)
  - That is affordable for residents and/or businesses
  - That it is designed to be family-friendly
  - That it is designed with environmental sustainability in mind
  - Other [fill in blank, 100 character maximum]
4. We will be providing retail space at the street-level. What types of businesses would you like to see? (select up to two)
  - Coffee shop, restaurant, pub, etc.
  - Personal services (hair/nails, gym, laundry, etc.)
  - Grocery store
  - Other shopping (convenience store, drug store, gift shop, etc.)
  - Small or local businesses of any type
  - Other [fill in blank, 100 character maximum]

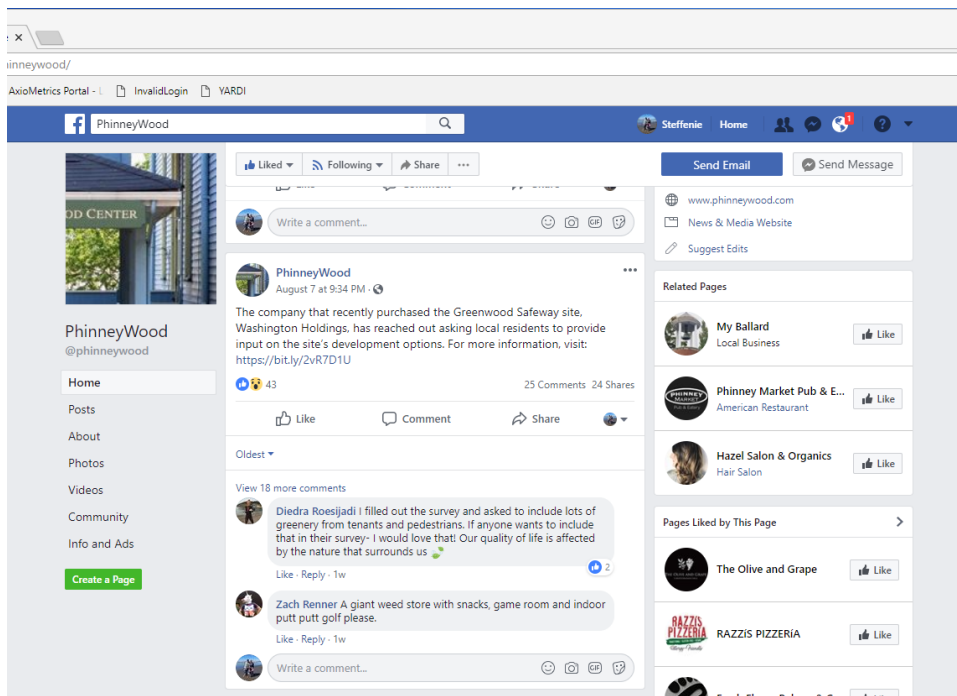
5. What type of retail is missing in Greenwood? What specific businesses would you like to see come to the neighborhood?
6. We will be improving the sidewalks and landscaping at the street-level. Which are the most important for designing the public areas? (select up to two)
  - Good for pedestrians (enough space to walk, etc.)
  - Lots of plants/greenery
  - Lighting, “eyes on the street”, and other designs for safety
  - Attractive building materials at street-level (siding, windows, doors, signs, etc.)
  - Seating/places to congregate (sidewalk cafes, benches, etc)
  - Other [fill in blank, 100 character maximum]
7. What concerns do you have about the project? (select any/all that apply)
  - Construction noise/impacts
  - The current business/use/building is going away
  - That I will not like the way it looks
  - That it will not be affordable
  - That it may feel out of scale with other buildings nearby
  - That it will make driving and parking in the neighborhood more difficult
  - I don't really have any specific concerns
  - Other [fill in blank, 100 character maximum]
8. Why did you choose to live in Greenwood?
9. Would you like to be contacted about this project in the future? If so, please provide your email address.  
[fill in blank, 100 character maximum]

The survey went live on 7/19/18 and closed 8/24/18. Links to the survey were handed out on cards at the Greenwood Seafair parade (see in-person outreach below) and were posted on the following community pages/social media:

- Phinney Neighborhood Association (Facebook)



- Phinneywood (Facebook)



- Phinney Ridge Community Council – shared with their constituents

## Results

We received 499 survey responses. We have attached the raw data, but here is a summary of the results:

What is your connection to the development?

I live very close to the project	236
I live in the general area	207
I visit the area often for work or leisure	32
I own a business nearby	7
I don't have a direct connection, but I care about growth and development in Seattle	0
Other [fill in below]	10

What is your favorite building in Greenwood? Why?

Flint Creek	89
Old	79
85th	57
brick	47
corner	44
character	40

windows	24
Library	21
Fred Meyer	12
Green Bean	10
historical	10
Naked City	9
Lodge	8
PNA	7
Chase	7
Greenwood Library	6
yard	5
Antika	5
monastery	3
Chocolati	2
hardware	2

What is most important to you about a new building on this property?

New Services	255
Affordable	235
Environmental sustainability	144
Family-friendly	80
Nice Looking	61
Unique and Interesting	54

We will be providing retail space at the street-level. What types of businesses would you like to see?

Small or local businesses of any type	263
Grocery store	209
Coffee shop, restaurant, pub, etc.	166
Gym	85
Personal services (hair/nails, gym, laundry, etc.)	80
Other shopping (convenience store, drug store, gift shop, etc.)	61
Other: Trader Joes	21
Other: Ice Cream	2

What type of retail is missing in Greenwood? What specific businesses would you like to see come to the neighborhood?

Grocery – Trader Joe’s, market, PCC	171
Various restaurant types missing from neighborhood (sushi, deli, pho, wine, juice)	78
Fitness – Gym, yoga, YMCA, Orange Theory, etc.	74
Dessert/donut/ice cream/bakery	56

Clothing/Shoe Store	46
Arts – Versatile Arts, music, maker space, etc.	39
Family-focused – play space, etc.	35
Coffee	35
Medical/Social Services	6
Bowling	12

Characteristics of retail respondents requested:

local	24
small	35
boutique	18
neighborhood	15
community	12
independent	6

We will be improving the sidewalks and landscaping at the street-level. Which are the most important for designing the public areas? (select up to two)

Good for pedestrians (enough space to walk, etc.)	281
Lots of plants/greenery	217
Lighting, “eyes on the street”, and other designs for safety	179
Seating/places to congregate (sidewalk cafes, benches, etc)	167
Attractive building materials at street-level (siding, windows, doors, signs, etc.)	98
Other: addressing homeless issue	4
Other: accessibility	5

What concerns do you have about the project? (select any/all that apply)

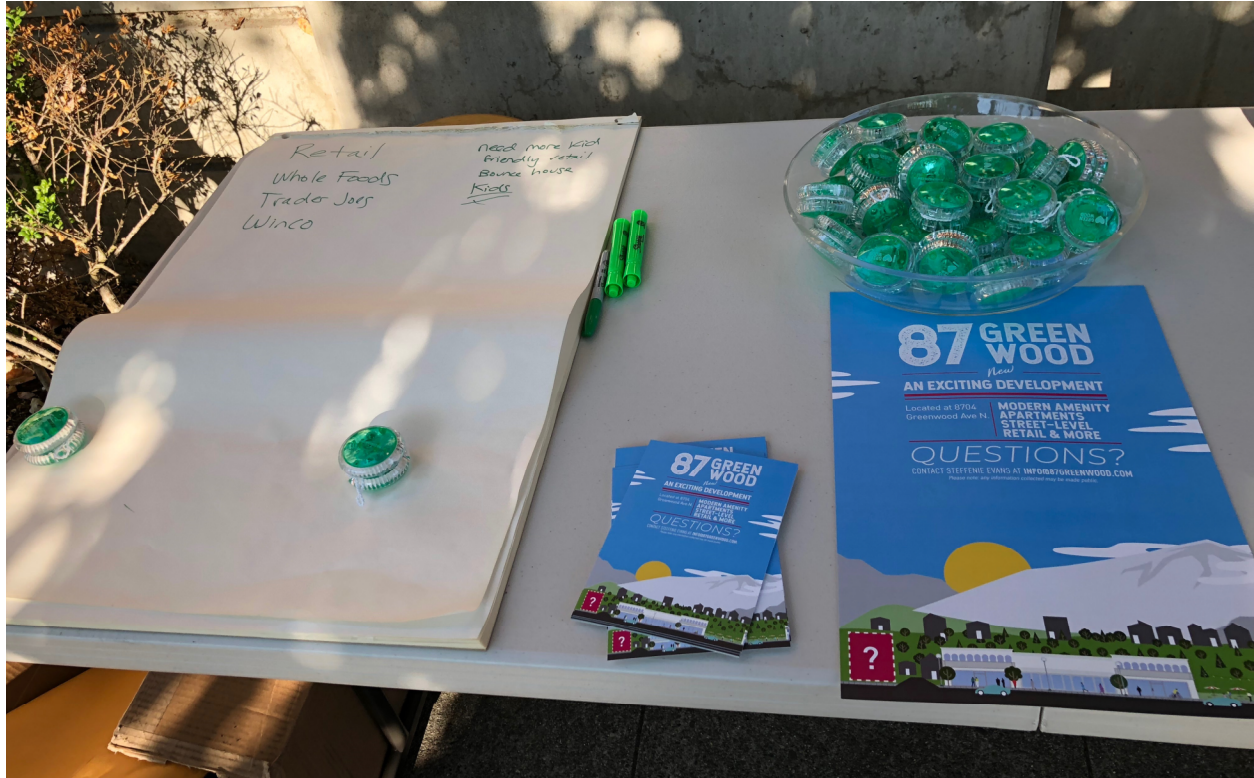
That it will make driving and parking in the neighborhood more difficult	268
That it will not be affordable	186
That it may feel out of scale with other buildings nearby	149
That I will not like the way it looks	72
The current business/use/building is going away	65
Construction noise/impacts	62
I don't really have any specific concerns	28
Other: safety concerns	13
Other: view	5
Other: displacement/gentrification	6
Other: dewatering/drainage concerns	13
Other: boring/generic design	9

Why did you choose to live in Greenwood?



## In-person Outreach (multi-pronged)

1) **Table at community event or festival** – We had a table at the Greenwood Seafair Parade on July 25<sup>th</sup> from 6-9:30pm. A representative from the developer and the architect set up a table on the parade route in front of the site and talked to community members about the project. We handed out yo-yos to kids as a way to start a conversation with their parents. We advertised the event on the DON Early Community Outreach for Design Review Calendar seven days in advance.



### **Torchlight Parade - Neighborhood Outreach**

WEDNESDAY, JULY 25, 2018, 6:30 – 8:30PM

**Location** Sidewalk in front of 8704 Greenwood Ave N  
8704 Greenwood Ave N  
Seattle, WA 98103

**Event type** Neighborhoods Submission Form Template

**Event Description** Come let us know what you'd like to see in your neighborhood. We're in the early stages of planning a new project where the old Safeway store used to be, and we'd love feedback from the Greenwood community. For more information and to take a community survey, please visit [www.87greenwood.com](http://www.87greenwood.com).

**DON Programs** Outreach and Engagement

**Contact** Steffenie Evans

**Pre-Register** No

**Cost** Free

**Link** [www.87greenwood.com](http://www.87greenwood.com)



[View Full Map](#)



Results

Shopping groceries  
not worried  
convenience  
mixed use ✓  
more kid friendly  
phinney market  
- Trader Joes  
- gym/fitness  
- 70 yrs  
- parking  
• no apartments  
• empty vs basic development  
no apartments  
more than enough parking  
68th/70th + greenwood  
breakfast sandwich  
ice cream  
no coffee  
no more bars/brewery's  
• trader Joes  
• Old Salisbury  
not sanitary

Retail  
Whole Foods  
Trader Joes ✓✓  
Winco  
chick-filae ✓  
need more kid friendly retail  
Bounce house  
Kids  
Parking - Janus has enough  
Movie theater  
pool  
gym  
Hot Dog Stand / Toy Store  
A fast food place  
McDonald's or kid's valley  
Trader Joes!!  
87 GREEN WOOD  
AN EXCITING DEVELOPMENT  
QUESTIONS?

Social services  
Paid parking for neighborhood businesses  
Trader Joes  
parking - enough  
no apartments  
too many new people  
Community center/parks





Between manning the table and walking around the parade route handing out yo-yo's, the architect and developer estimate they spoke with approximately 30 individuals. The most common topics were the need for parking, the desire for a grocer to replace Safeway (Trader Joe's was the most requested), interest in community spaces and spaces for families, and fear of more new people moving to the neighborhood.

**2) Drop-in hours at business, community center or other venue near site** – We initially attempted to do the door-to-door canvassing to residents and businesses within 500 feet of our site, but found that there were many multifamily/apartment buildings nearby that proved to be impossible to canvas. So, we instead hosted a staffed pop-up event at Naked City Brewery on Thursday, August 16<sup>th</sup> from 5:30-7:30pm. Two representatives from Washington Holdings staffed the event and were available to answer questions from community members. The posters and postcards were available at the event, and included 1) the address of the project, 2) the general program/uses allowed or envisioned and 3) the generalized zoning. A site plan was not included because we don't have one at this time.

The event was advertised in the following locations:

### DON Early Community Outreach for Design Review Calendar (seven days in advance)

#### 87 Greenwood Neighborhood Info Meeting

THURSDAY, AUGUST 16, 2018, 5:30 – 7:30PM

<b>Location</b>	Naked City Brewery 8564 Greenwood Ave N Seattle, WA 98103
<b>Event type</b>	Neighborhoods Submission Form Template
<b>Building Name / Room Number / Site</b>	Screening Room
<b>Event Description</b>	Drop by and learn more about the exciting new development at 87th and Greenwood (the old Safeway site). Share with the developer what you do and don't want to see included in the development.  We want to hear from YOU!
<b>Contact</b>	Steffenie Evans
<b>Contact Email</b>	<a href="mailto:info@87greenwood.com">info@87greenwood.com</a>
<b>Pre-Register</b>	No
<b>Cost</b>	Free

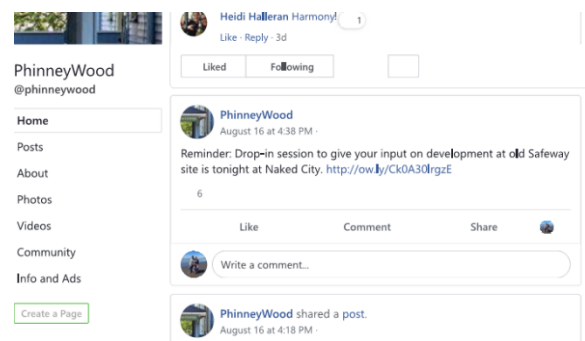


[View Full Map](#)

## Phinney Neighborhood Association (Facebook)



## Phinneywood Blog (Facebook)



Approximately 30 people showed up to this event, and seven people signed up to receive future communications.

### Results

We had a large pad of paper available for those who wanted to jot down comments. Additionally, the two developer representatives took notes immediately following the event to capture community feedback. Participants were encouraged to follow up via email or survey to contribute additional comments.

# Share your thoughts, hopes, concerns...

More theater\*

What's up with the barbed wire and razor wire??

\*Must we create such an impression in a residential neighborhood?  
My impression is that barbed wire and razor wire is for isolated facilities that are located in places where there are few people available to oversee what is going on at a site. B7+Greenwood is in the middle of a dense density where people are generally around 24/7 - people who can tip off authorities if something nefarious is happening. Why must we of the neighborhood have to put up with barbed wire/razor wire in our neighborhood? What is so precious about a parking lot that the very violent appeared barbed/razor wire has to be on display? Really? Give me a break.

Gym? No float spa?  
Like family YMCA

2nd this... A real old School Gym

And what will you do with the space construction doesn't start until 2020? B wire for 1.5 years?

Please provide parking - ample parking, for tenants.

Set aside at least 10% of affordable-low-income apt. units!

Mr Gyros and/or a bagel shop

Whatever retail tenant you choose please ensure they are engaged and invested in the Greenwood neighborhood. We don't need a Costco, Wal-Mart, National Bank or Subway. (Some of us like Subway... but I agree w/ the general sentiment)

YES! - I'm very concerned that Trader Joe's would bring an unmanageable amount of traffic from outside the neighborhood. \*

Please take a close look at parking, traffic impacts - incl. those of other nearby projects - and circulation. Keep ped/bike safety in mind.

I agree with the above.

The following summarizes the feedback received from the community during this event:

### **Retail**

We heard specific requests for: Trader Joes, Community event space, Arts/theater space, Ice cream, Fitness/Gym, bakery, dance studio. People were generally very excited about the idea of a Trader Joes type grocery outlet. Some expressed enthusiasm for an even bigger grocer (ie Met Market, Town & Country). Generally people disliked only having Fred Meyer as a shopping option. The community did not want banks, coffee shops, bars or float spa. There was some concern over what the site will be used for in the interim

### **Residential**

There was some concern/surprise over how many apartment projects are planned in the neighborhood. There was a lots of discussion about providing affordable housing. We discussed the MFTE program as well as the MHA program. Several attendees were disappointed we would likely be paying the fee. The community generally liked the way Janus turned out. However, they were disappointed that prime retail space is BECU rather than something like a restaurant. They liked the artwork feature on the corner at Janus.

### **Parking**

This was probably the most asked question. There was general disappointment and anger with other developments that aren't including any parking. We heard that street parking is challenging in the neighborhoods, more so here because there are no sidewalks and the post office won't deliver when cars are parked in front of mailboxes.

### **Building Height**

There were lots of questions about building height – we indicated we were going to build to the approved zoning, whether that was the 40' or the 65' depending on the outcome of the HALA upzone. Generally the community was not too concerned about the potential height of the project. Open space ideas such as a rooftop or courtyard were well-received.

### **Current State of the Lot**

Several neighbors complained about the recently installed razor wire. WH Greenwood LLC plans to have it removed. There were complains about the boarded up windows and requests to add art/murals. There were requests for signage on the site indicating something new and exciting is coming. A neighbor requested a hedge be pruned to provide more visibility. There was some interest in renting out interim parking stalls for their business

### **Next Steps**

There was strong interest in keeping communications lines open. We collected a list of contact info for people that wanted to hear from us and promised to continue to keep communication with the neighborhood on progress.

### **Additional In-Person Outreach**

Above and beyond what was required through this program, we also met with various community groups including:

- Phinney Ridge Community Council – Alice Poggi, President
- Phinney Neighborhood Association – Chris Maykut and Alex Gramps
- Greenwood Community Council – Rob Fellows, President