Webinar: Roosevelt Link Station and Station Area Q&A

Hosted by PSRC’s Regional TOD Advisory Committee
June 19, 2020

What role did the neighborhood design review board play in the review of the TOD project and/or station design?

Neighborhood design review was not required, as the project was for primarily affordable-housing, though affordable housing funders (Seattle Office of Housing) still require community outreach. The Roosevelt Neighborhood Association (RNA) knew that typical design-review would not be undertaken, and discussed this with Sound Transit to insure that a community outreach component was required after awarding the project to the development team.

The “community principles” inherent in the RFP laid out the community desires, which were evident in the RFP proposal. Additionally, the RNA reached out to the development team to invite them to present the initial RFP proposal and the subsequent early work, soon after the legal documents were signed with Sound Transit. Over 40 people showed up to hear about the project, and there were very few issues to note at that time.

The development team, knowing the Roosevelt community was very supportive of the project, kept us up to date with any issues that were considered at various stages throughout the process, in advance of the Master Use submittal.

If the “community principles” are well crafted, and integral to the RFP, these will form the basis for major neighborhood design issues. In our case, there are the “Roosevelt Neighborhood Design guidelines” that all project are supposed to consider.

Jay Lazerwitz, Roosevelt Neighborhood Association

Was there a particular communication technique that worked well to engage the community?

There was a variety of communications. I think the direct mailing from Sound Transit to the community around the TOD project was the most important in getting people to the initial open house, which was well attended; though the work the Roosevelt Neighborhood Association (RNA) did in advance to organize an active committee was founded on information that was included in the neighborhood newsletters (the Roosie) over the previous year and more.

While the Roosie was a printed newsletter at that time, it was the only manner we had to reach the entire neighborhood. The Land Use committee email list (300±) was also utilized to disseminate information, links to articles, and solicit early members in the TOD committee.

The TOD committee started organizing tours of affordable housing and writing up information about these, and about the Enterprise Community Partners grant we were working on, slowly getting more people to take part, approximately six months before the workshops commenced.

The community workshop invitation list also included specific, targeted, individuals from the neighborhood, along with members of the Seattle Design Commission, Downtown Seattle Association,
FUSE, Transportation Choices, Coalition, Housing Development Consortium, Futurewise, and others. This made for a wide-range of input and ideas in the workshops. The public presentation had over 100 people attending, and additional comments were solicited at that time, as well.

Jay Lazerwitz, Roosevelt Neighborhood Association