



## Puget Sound Regional Council: TOD For All

---

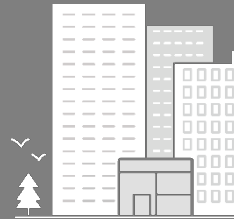
Dean Kralios, Presenter  
October 21, 2022





**45**

years of operation,  
serving primarily  
affordable housing developers  
and other non-profit clients



MORE THAN  
**11,100**

units of  
affordable housing  
designed



**39**

employees who have  
a genuine and sincere passion  
about working  
on mission-driven projects





# Plaza Roberto Maestas – Project Overview



# Site – Former Surface Parking Lot



**PARKING RATES**  
0-2 HRS \$2.00  
ALL DAY \$5.00  
OVERNIGHT \$2.00  
OVERNIGHT AFTER 6PM  
REQUIRES 24 HR NOTICE  
TAX NOT INCLUDED - NO IN & OUT PRIVILEGES



# Program



112 units  
of affordable housing



Seven-classroom child  
development center



Smaller  
ground-floor retail



Opportunities for  
micro-businesses



Multi-use  
cultural center







**Plaza Roberto Maestas – Early Planning**

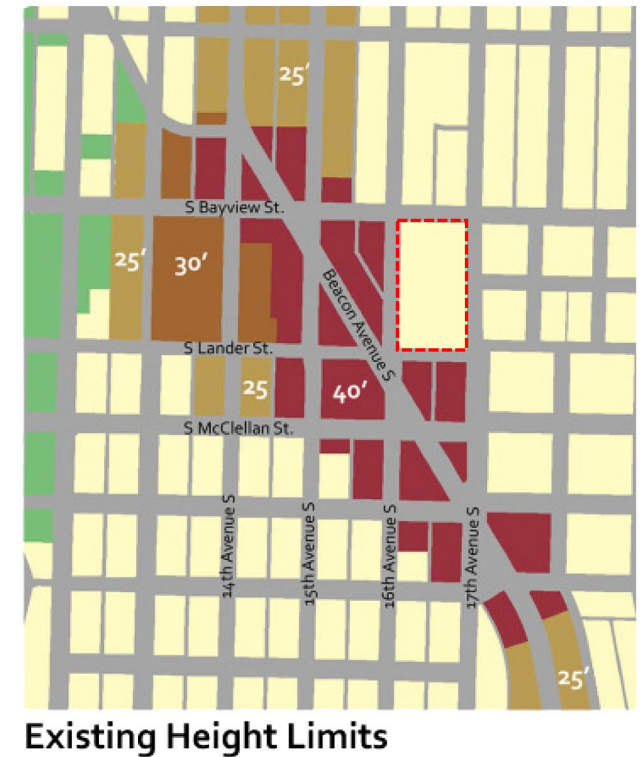
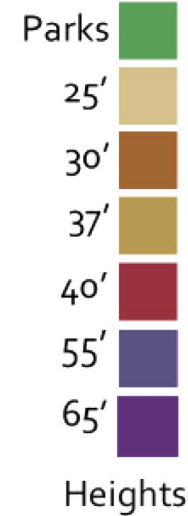


# Neighborhood Plan – North Beacon Hill Neighborhood Plan Goals

- A well defined mixed-use residential neighborhood where the lives of residents are enhanced through **affordable and diverse housing options** available throughout the neighborhood.
- A vibrant mix of **housing close to the light rail station.**
- An urban village with a strong overall business district image and identity that is home to a variety of commercial services, including a grocery store and a **mix of small, local and ethnic businesses.**
- A range of well-maintained parks, community and open spaces in the urban village core with programs that accommodate a variety of uses and diversity of users.
- North Beacon Hill is an active and safe neighborhood for a diversity of people, throughout the day and evening.
- **A civic gathering space appropriate and flexible for the diversity of cultures living in the neighborhood.**
- **Higher density development surrounds the light rail station** and is responsive to the neighborhood context at a variety of scales, from single family houses to multistory buildings.
- **A redevelopment of El Centro de la Raza that builds on the site's history and serves as a defining civic element of the Town Center.**
- A Town Center urban form that transitions from denser development at the Town Center core to less dense and single-family residential neighborhoods in a manner that is responsive to the context and character of the North Beacon Hill neighborhood.
- An urban village that is a pleasant place to walk, with good access to alternative transportation; where lively, friendly and safe streetscapes encourage pedestrians and bicyclists and where roadways are seen as public access for walkers, bicycles, and buses as well as cars.



# North Beacon Hill Residential Urban Village: Existing Zoning (prior to 2012)

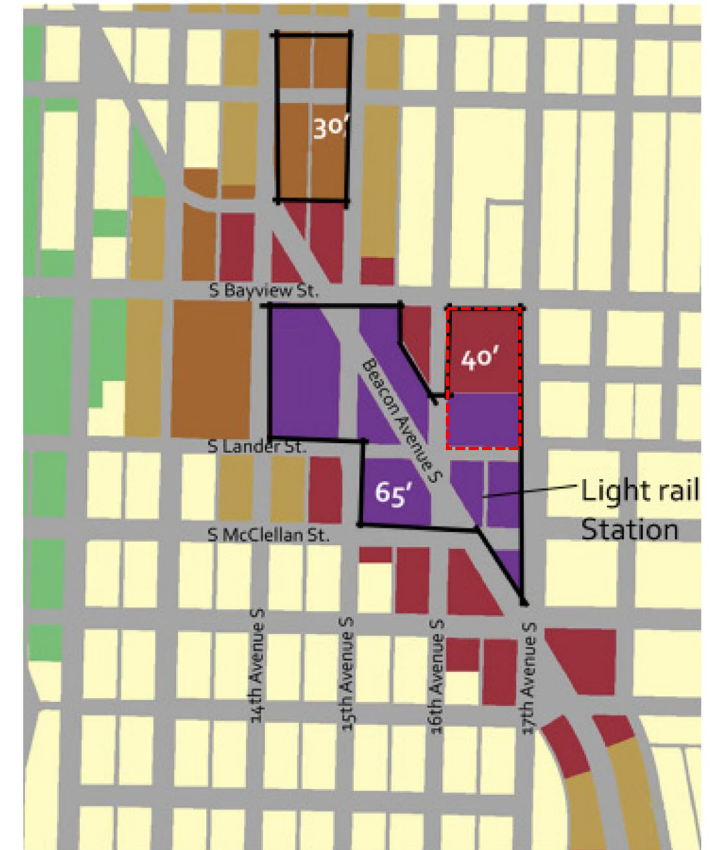




# North Beacon Hill Residential Urban Village: Proposed Zoning Changes



**Concept B**  
Selective increase to 65'  
Likely Build Out  
  
Recommended for further study

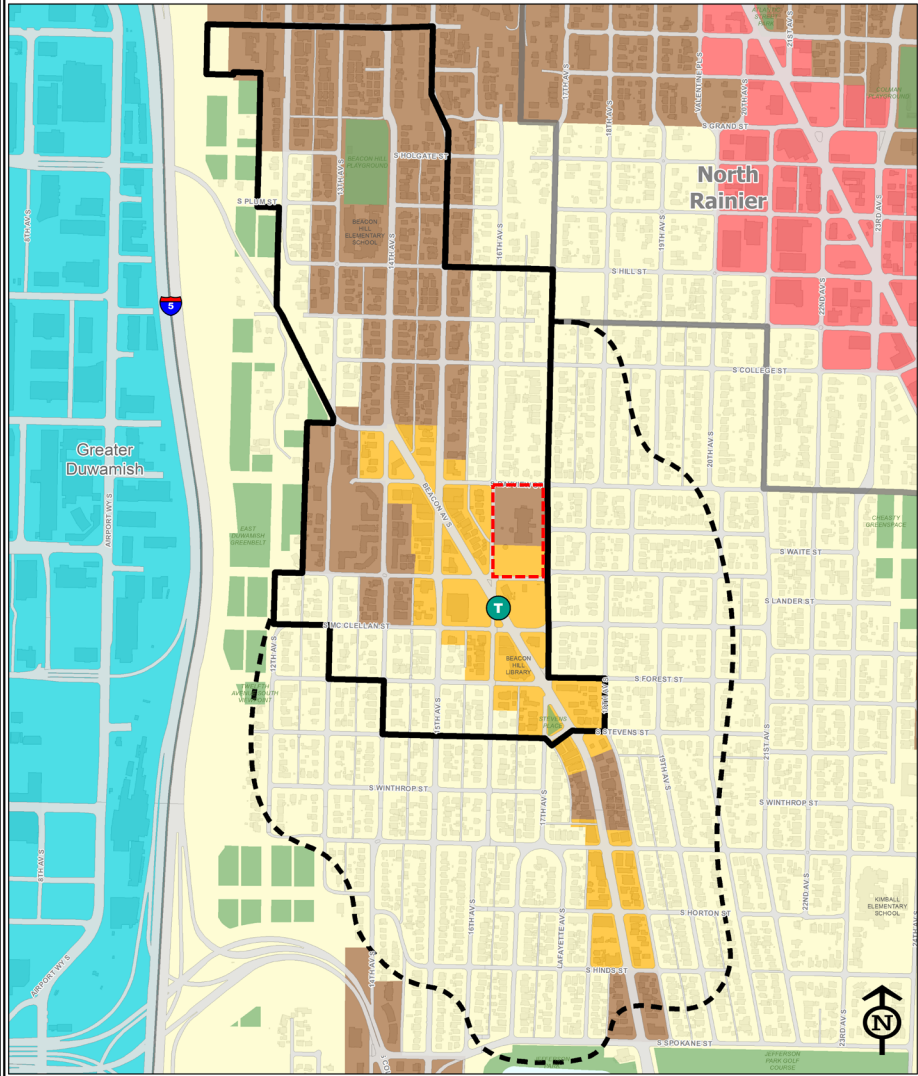
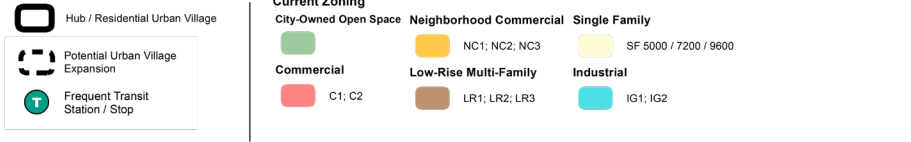


**Recommended Height Limits**



# Results

## North Beacon Hill Residential Urban Village



**For Public Review and Discussion**

Single family areas located within the current urban village boundary. DPD is considering policy changes that would treat single-family areas within urban villages differently than single family areas outside urban villages. Changes would make it easier to build other types of housing in these areas.

Potential village expansion area. This area, shown with a dashed line, is a generalized boundary based on a 10-minute walk to frequent transit (a light rail station or two or more bus lines serving multiple destinations). DPD is studying this area to develop a proposed urban village boundary. DPD is currently seeking community feedback on this concept. There will be additional opportunities for community feedback as work progresses. Additional analysis and community feedback will be used to develop a proposed urban village boundary to be included with the Mayor's Recommended Plan scheduled for a December 2015 release.

August 10, 2015





**PLAZA ROBERTO MAESTAS**

**DESIGN CONCEPTS**

**RESIDENTIAL PROGRAM**

- Approximately 100 units of affordable housing - 1, 2, & 3 bedrooms
- Secure family courtyards
- Balcony overlooks to main plaza

**NON-RESIDENTIAL PROGRAM**

- Retail Space - 4,500 square feet
- Childcare Center Expansion - 9,700 square feet
- Community & Cultural Center - 8,500 square feet
- Office Space - 8,000 square feet

**OUTDOOR SPACE**

- Arcade
- Open market & movable carts
- Festival Street
- Main plaza for public gatherings
- Water feature
- Central Kiosk
- Pedestrian Streets

**ENLARGED PLAZA AND GROUND FLOOR PLAN**



**CENTRAL PLAZA VIEW CORRIDOR TO EL CENTRO DE LA RAZA**



**DESIGN CONCEPTS**

Create a sense of place for residents that will foster engagement

Provide affordable housing that strengthens community

Provide affordable housing that strengthens community

Transition between public & private areas to allow for interaction between residents & the community

Demonstrate strong community & environmental values by an aesthetically pleasing way

**TYPICAL RESIDENTIAL FLOORS, OFFICE AND RESIDENTIAL COURTYARDS**



**VIEW FROM BEACON AVENUE SOUTH**



**SITE SECTION & ENVIRONMENTAL CONCEPTS**




**17TH AVENUE SOUTH**



# Community Engagement



# Vision

As a community-oriented project, Plaza Roberto Maestas responds to multiple goals outlined in the North Beacon Hill Neighborhood Plan including:

- Contributing to a well defined mixed-use residential neighborhood;
- Creating a civic gathering space appropriate and flexible for the diversity of cultures living in the neighborhood;
- Providing higher density development near transit; and
- Adding to a mix of available housing options.







## Plaza Roberto Maestas:

### Summary of Community Engagement Meetings

- Community Engagement Meeting on 6/19/2012
- Beacon Hill Merchants Association on 7/21/2012
- Community Center Charrette on 12/10/2012
- Community Informational Meeting on 2/21/2013
- Community Informational Meeting (Update Prior to EDG Mtg) on 2/3/2014
- Community Meeting on Colors and Materials on 6/5/2014
- South Entry Open House on 6/12/14
- Community Meeting on Parking on 6/19/2014
- Public Meeting Presentation on 8/19/14

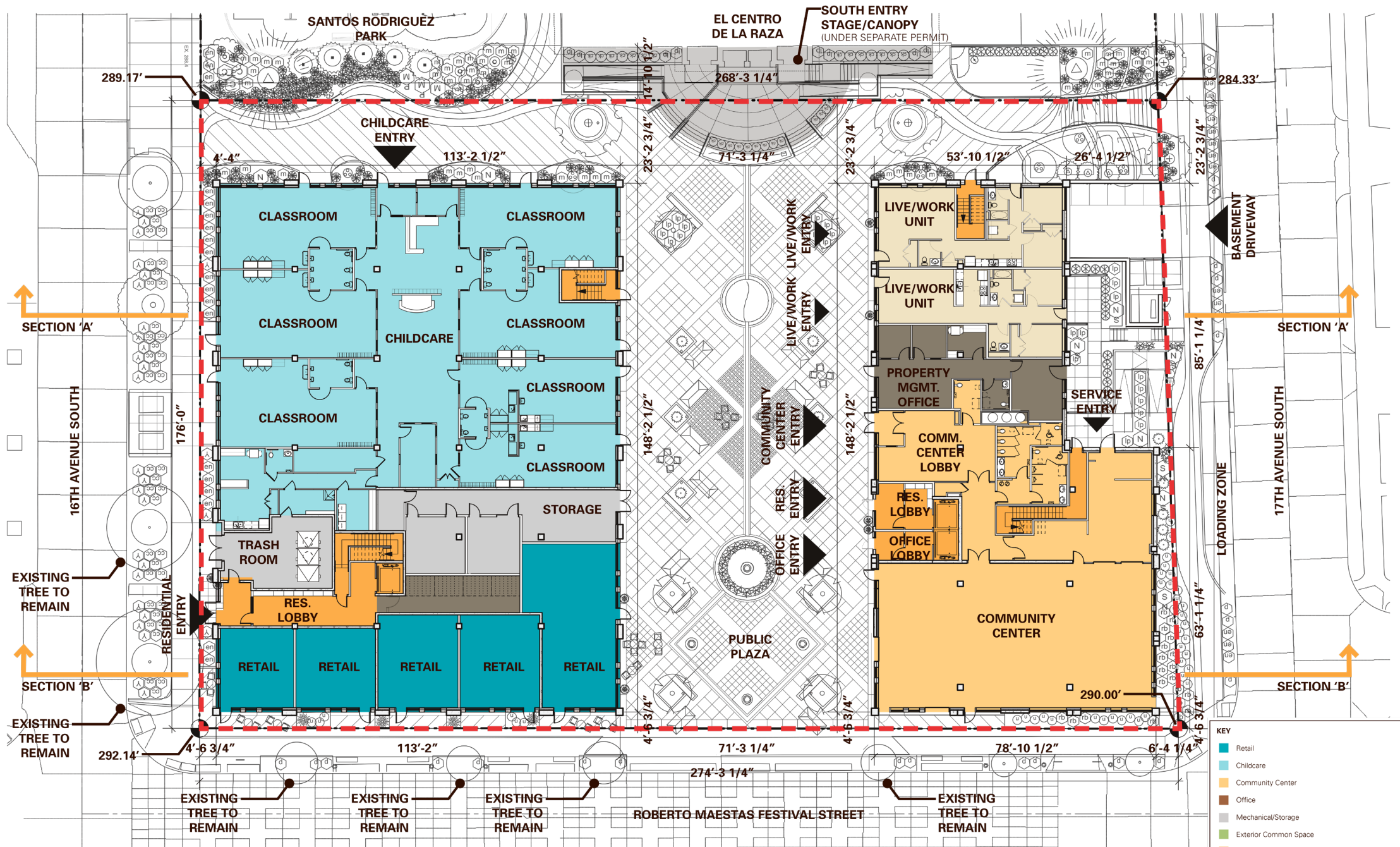






# Plaza Roberto Maestas - Program





FLOOR PLAN: LEVEL 1





# José Martí Child Development Center



# Ground-Floor Commercial





# Cultural Center



# Food Cart Vendors







FLOOR PLAN: LEVEL 2





# Affordable Housing



# Office Space



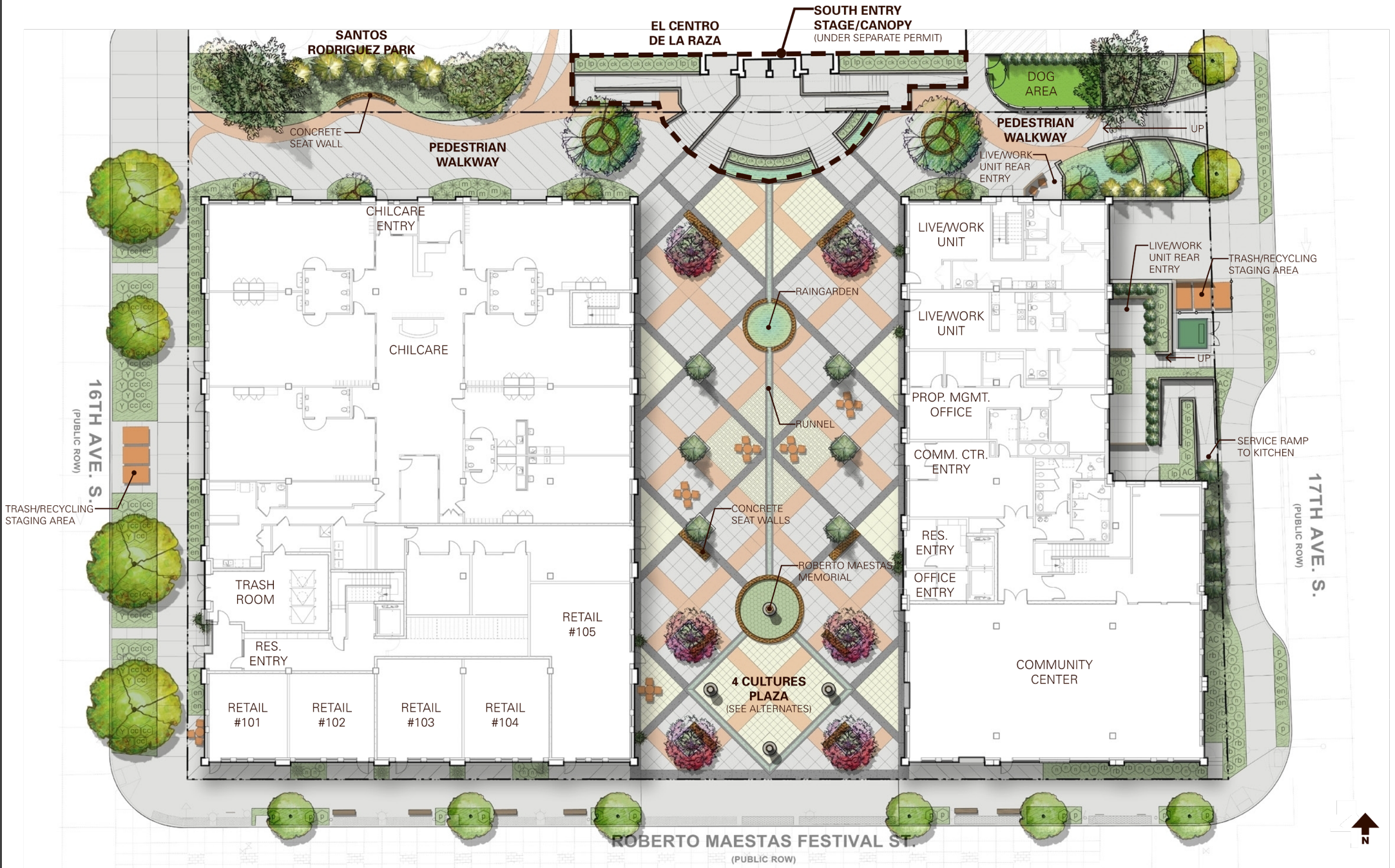




FLOOR PLAN: LEVEL 6







LANDSCAPE PLAN: SITE



# Plaza



# Art



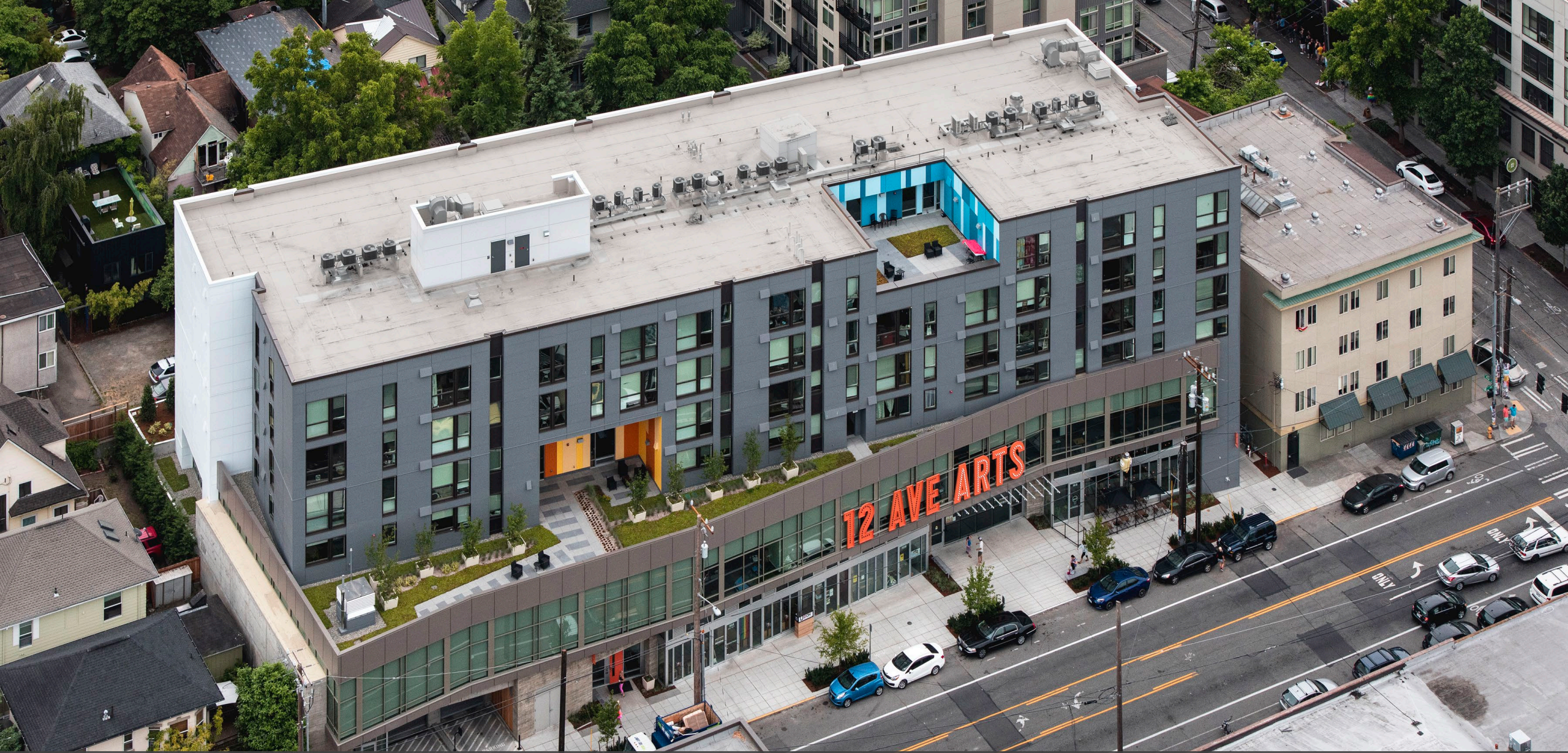




**“El Centro de la Raza has created a model for the whole country with Plaza Roberto Maestas. Throughout the planning, El Centro invited and incorporated input from the surrounding community, neighborhood businesses, and potential residents. Their unique integrated approach resulted in a plan for affordable housing that leverages public investment in transit and green building, while strengthening the quality of life and preserving the cultural traditions of Seattle’s Latino and other diverse communities.”**

**– ENRIQUE CERNA**  
Emmy award winning broadcast journalist

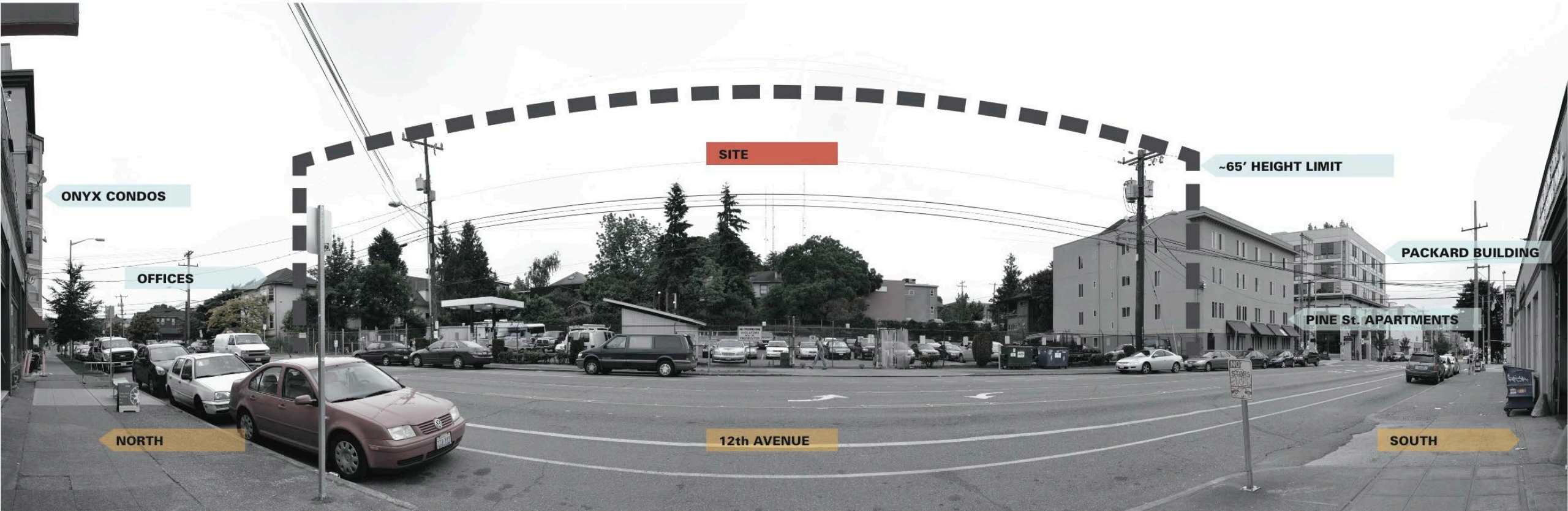




# 12<sup>th</sup> Avenue Arts – Project Overview



# Site – Former Surface Parking Lot





# Program



88 units  
of affordable housing



Two black-box  
theaters



Ground-floor  
restaurants



Office space and  
conference rooms



Seattle Police  
parking garage







# 12<sup>th</sup> Avenue Arts – Community Engagement







# Community Support

April 22, 2011



To whom it may concern,

Others will speak to the need for the low-income housing, street-level retail, office space, and community meeting space that Capitol Hill Housing's 12th Ave Arts development will provide. I would like to address another crucial feature of this proposed building: The two multi-use theaters.

Capitol Hill has long been Seattle's most active grassroots arts neighborhood, with an abundance of galleries, music venues, and small theaters. Throughout the 1990s and early 2000s, the theater scene exploded with a combination of theater companies that had their own venues and nomadic theater groups that depended on rental spaces to present their work. The most active performance spaces hosted a rotating mix of new artists producing for the first time, veteran troupes who specialized in touring, and groups that only produced one or two shows a year, making it impractical to operate their own theaters. These companies expanded the diversity of Seattle's theater scene.

Then, within the span of two years, six of the most heavily used rental spaces were lost. The Union Garage (which had two performance spaces that hosted two resident companies and multiple rental productions every year) was shut down and Oddfellows Hall (which had four rental venues, all converted ballroom spaces with floors suitable for both theater and dance, as well as dozens of inexpensive offices) was purchased and redeveloped, ousting arts organizations by tripling rental rates.

The theater scene has soldiered on, but without that sheer breadth and density that makes a scene feel like a hive of activity. 12th Ave Arts—with two performance spaces in close proximity to Northwest Film Forum, Velocity Dance Center, Richard Hugo House (a literary center with one of the few remaining rental theaters in Capitol Hill), and Annex Theatre—promises to bring that vitality back.

These spaces are well-conceived and will be constructed in collaboration with working theater technicians, guaranteeing that they will serve the needs of theater practitioners. At Annex, we have recently restructured our performance schedule to allow other organizations to rent between our own productions; since then, we have been besieged by potential renters—12th Ave Arts will meet a clear community need.

12th Ave Arts is, in short, a good and powerful idea. Capitol Hill Housing richly deserves your support in bringing it to fruition.

*Bret Fetzer*

Artistic Associate (former Artistic Director)  
Annex Theatre

**capitol hill**  
chamber  
of commerce

1641 Nagle Pl Ste 003  
Seattle WA 98122  
203-328-6646

April 22, 2011

To whom it may concern,

The 12<sup>th</sup> Avenue Arts Project, as proposed by Capitol Hill Housing, is an exciting development that speaks to strong community needs and desires in the Capitol Hill neighborhood. Capitol Hill businesses and residents have long recognized the economic impact of the arts in our neighborhood and strongly encourage committed spaces that house arts organizations and help them to thrive. The revitalization of a piece of property that has long been seen as a "dead zone" on the 12<sup>th</sup> Ave corridor will strengthen the surrounding commercial interests. The clustering of offices space for community organizations and nonprofit organizations is an additional benefit that enhances neighborhood vibrancy.

The Capitol Hill Chamber of Commerce is committed to economic vitalization in our neighborhood. The 12<sup>th</sup> Ave Arts Project speaks to that commitment in a creative, sustainable fashion that has generated excitement and positive feedback from our membership base. We wholeheartedly support moving forward with the project.

Thank you,

*Michael Wells*

Michael Wells  
(sent electronically)

Executive Director  
Capitol Hill Chamber of Commerce  
1641 Nagle Place Suite 003  
Seattle, WA 98102  
206-328-6646



April 20, 2011

The Norcliffe Foundation  
Susan W. Pohl, President  
c/o Arline Hefferline, Foundation Manager  
999 Third Avenue, Suite 1006  
Seattle, WA 98104-4001

Dear Ms. Pohl:

I am writing to recommend a proposal to Norcliffe Foundation from Capitol Hill Housing entitled *12<sup>th</sup> Avenue Arts*, a new cultural development in Capitol Hill, Seattle.

4Culture is the cultural services agency for King County, Washington, one of the largest funders of arts and heritage programs in Washington State. In addition to operational and project support, we provide institutional funding for capital development and would be potential funders of this project.

Capitol Hill Housing is doing an excellent job of reaching out to engage potential shareholders and assessing the feasibility of developing a new performing arts space in this neighborhood. Over the years this district of Seattle has nurtured a thriving community of young artists and companies, particularly in dance, film and theater. Organizations such as Velocity Dance, NW Film Forum and Annex Theater continue to draw young diverse artists from around the country to this particular corner of our city. Meanwhile, at the other end of town in Seattle Center, our major institutions present the work of dance and theater artists on a grand scale. There are very few opportunities in between the grass roots energy of Capitol Hill and the high stakes production values of our large organizations.

12<sup>th</sup> Avenue Arts would provide a much needed mid-sized arts venue to compliment the generative arts community that exists in this thriving neighborhood. More importantly, with the commitment of Capitol Hill Housing to the cultural mission of the project, the arts community will realize a new collaborative model for owning and managing an arts facility with long term investment and identity. It is worth noting that the lead staff and consultants for this project have already established their own credentials in developing innovative capital cultural projects in our community.

The timing and unique genesis of this project could have a powerful and long term impact on the vitality of the arts community, the city of Seattle, King County and beyond. 4Culture would welcome the opportunity to partner with the Norcliffe Foundation and others on the planning, construction, and implementation of this exciting proposal.

Sincerely,

Charlie Rathbun, Arts Program  
(206) 296-8675

TEL: 206.296.7530  
WFFM: 206.296.8574  
FAA: 206.296.8629  
101 PREFONTAINE PLACE SOUTH  
SEATTLE WA 98104  
WWW.4CULTURE.ORG



# Groundbreaking

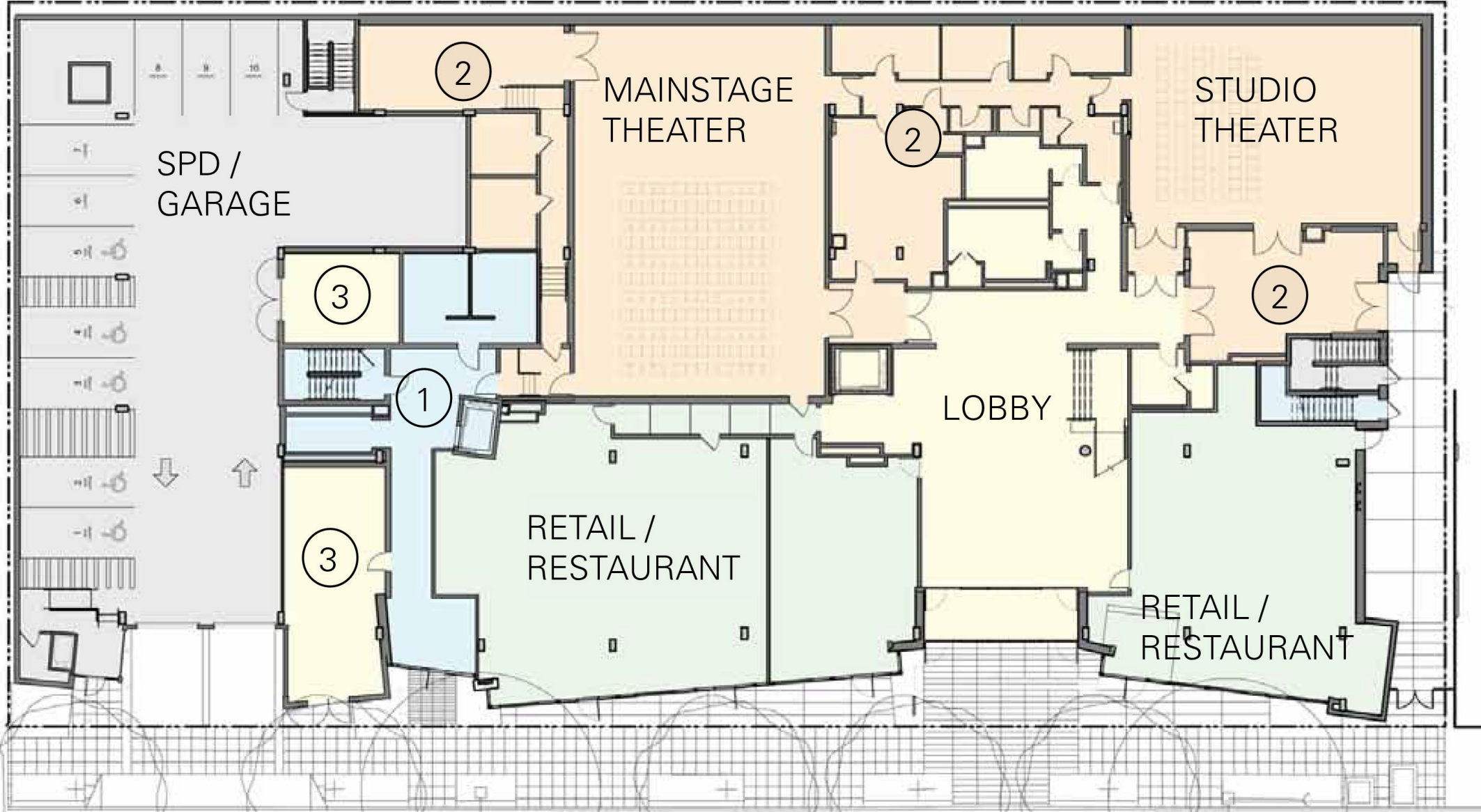






# 12<sup>th</sup> Avenue Arts – Program





L1

LEVEL 1: SHARED COMMON LOBBY, RETAIL/RESTAURANT, THEATERS & THEATER SUPPORT SPACES, RESIDENTIAL ENTRY



# Ground Level Commercial Space

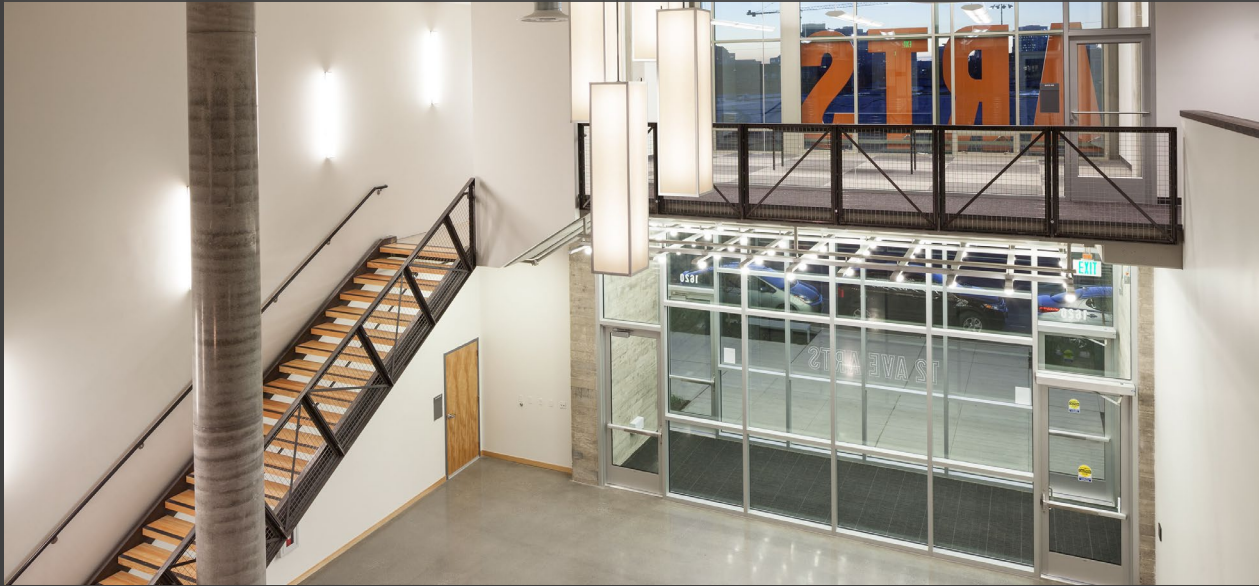


# Seattle Police Department Parking





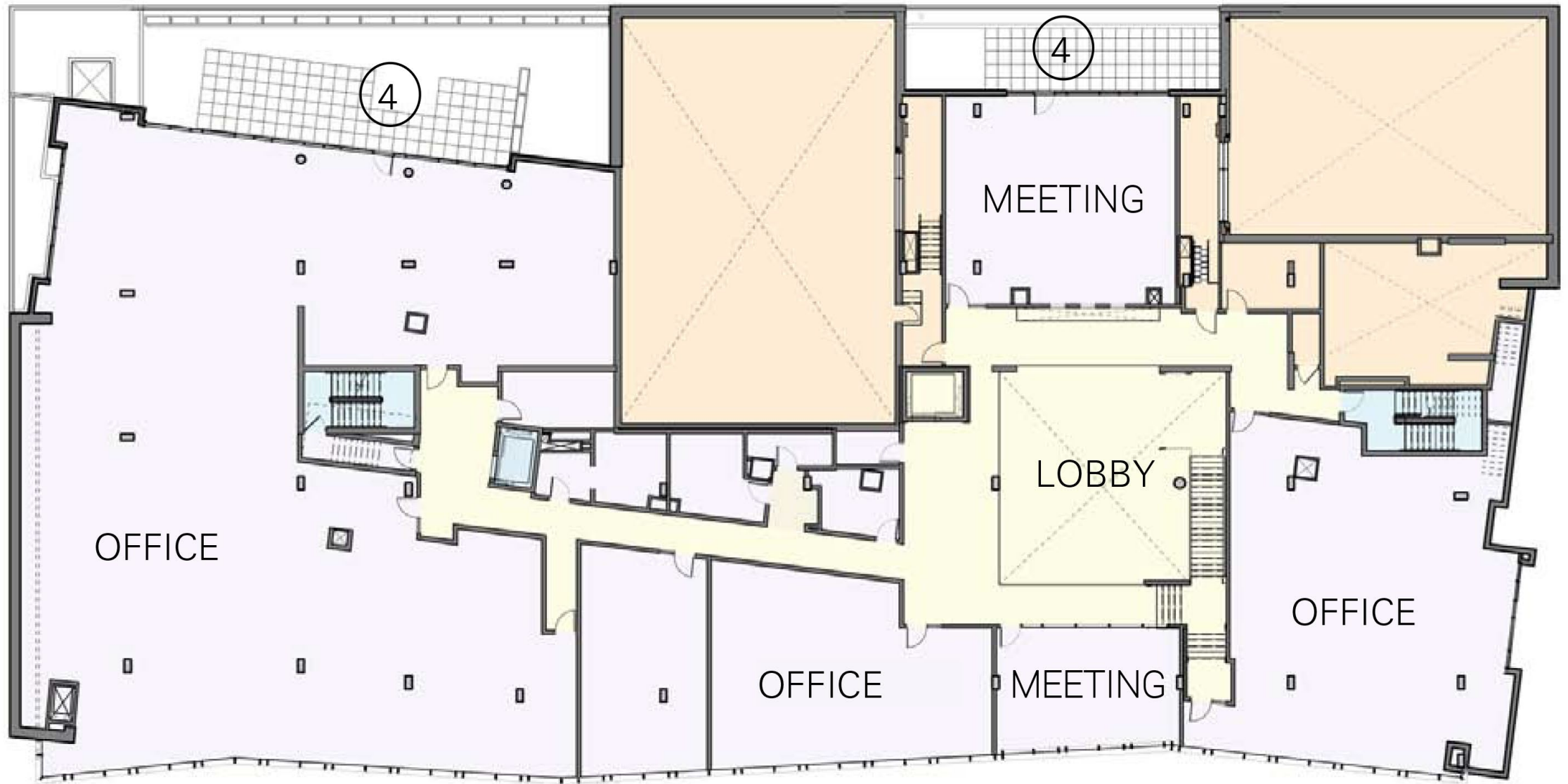
# Lobby



# Theaters







L2

LEVEL 2: DOUBLE HEIGHT LOBBY, DOUBLE HEIGHT THEATERS, OFFICES, (2) OFFICE GREEN SPACES



# Office Space



# Community Meeting Rooms







L3

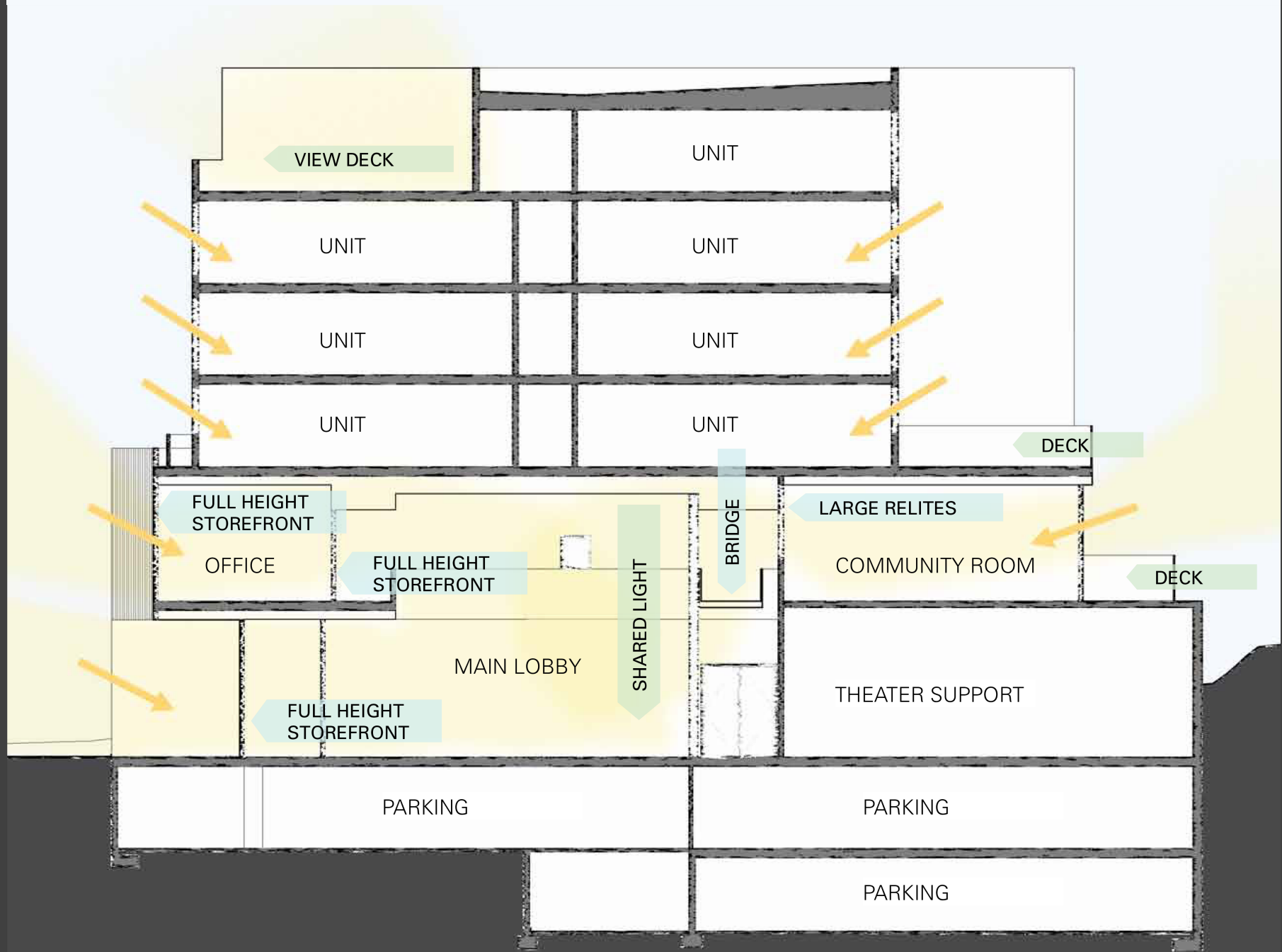
LEVEL 3: RESIDENTIAL UNITS, BUILDING MANAGER OFFICE, (2)  
(L4 SIM) COMMUNITY GREEN SPACES, COMMUNITY LOUNGE, LAUNDRY



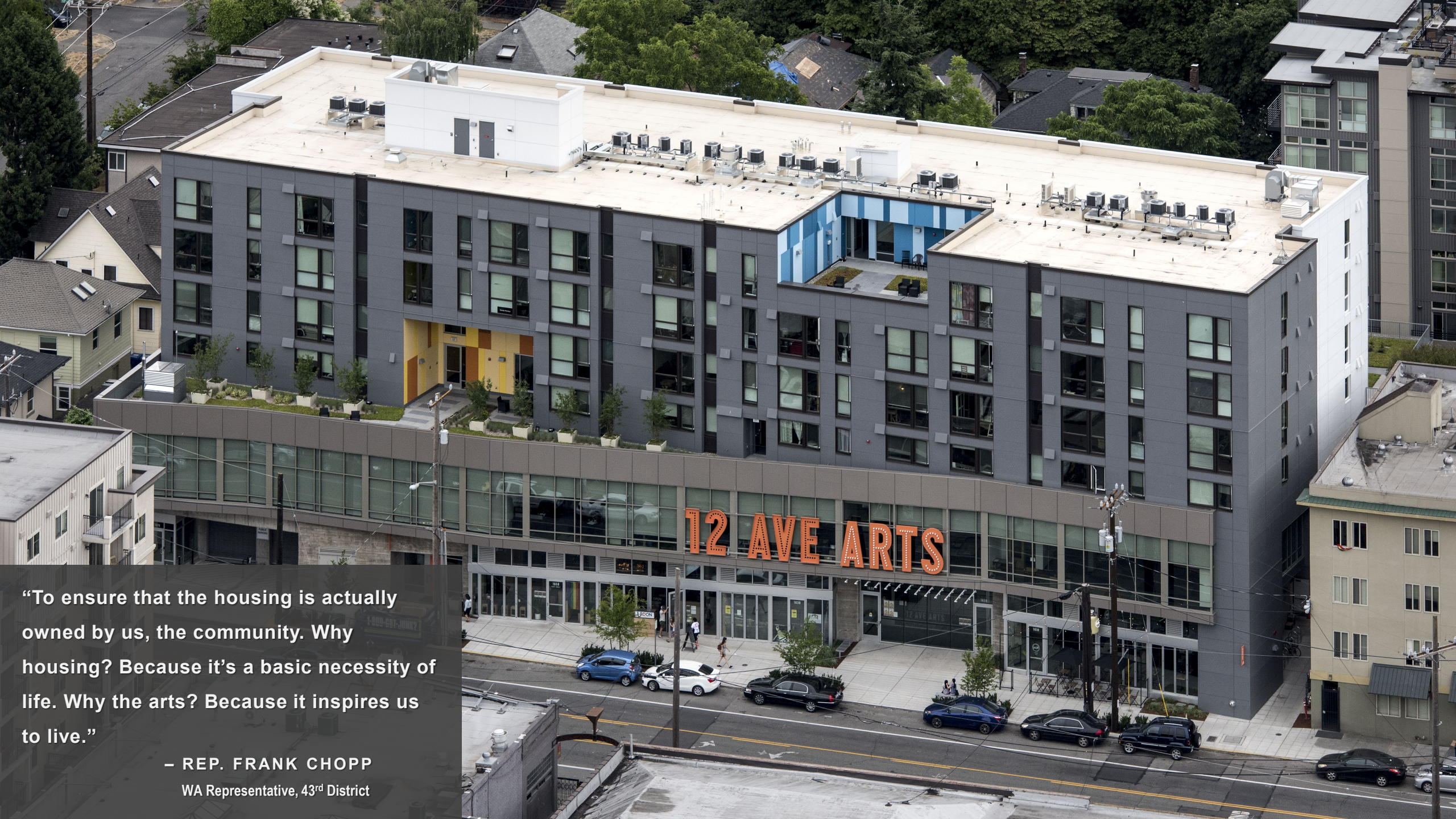
# Affordable Housing











“To ensure that the housing is actually owned by us, the community. Why housing? Because it’s a basic necessity of life. Why the arts? Because it inspires us to live.”

– REP. FRANK CHOPP  
WA Representative, 43<sup>rd</sup> District