



APR 01 2010

2010 Opportunity Fund Development or Acquisition Project Application

Project Information	
Project Name:	19 th and Madison Neighborhood Park
Project Type:	Acquisition
Location:	Southwest corner of 19 th Avenue and Madison Street
Neighborhood:	Central District
Property Owner:	Joseph Klarman, Phone: 206-683-5639, Fax: 206-323-9275

Contact Information	
Proposal Organization:	Hearing, Speech & Deafness Center
Contact Person:	
Mailing Address:	Zip Code:
Day/Work Phone:	Evening/Home Phone:
Home E-mail Address:	
Work E-Mail Address:	

Project Budget	
Requested Amount of Funding:	\$472,500
Other Project Funding:	\$32,228 (Individual donors)
Total Project Budget:	\$504,728



1. Basic Information

a. Project Location: Location within an existing park, street address, or other indicator.

The prospective park is on the southwest corner of 19th Avenue and Madison Street.

b. Project's Level of Readiness. Is the project in the idea stage or is there a professionally developed scope of work or a developed plan? Please attach your project's site plan if available.

The project plan has been developed through joint neighborhood efforts to identify the needs and desires of the community. Once the City acquires the land, the community will find and collaborate with a pro-bono landscape architect to help finalize designs for the park. Attached please find an initial park rendering created by an HSDC intern, Nuansi Ngamsnit. This is not the actual park design, but was created to give people an idea of the great potential for the space.

c. Project Maintenance. How does this project address the need for reduced or minimal maintenance and operations costs?

The community involvement in the development of the park will create a sense of ownership and pride by the users that will help reduce maintenance, and keep the park clean, beautiful and functioning smoothly. Various groups in our community—who have come together as our Neighborhood Park Partners (see 4 b for a complete list)— have agreed to regularly assist with the maintenance of the park. And an invaluable asset to this project is that Seattle Works, housed in the building adjacent to the site, has agreed to take the lead in coordinating all volunteer efforts around park upkeep.

The community has decided against playground equipment in favor of a more open, fully accessible gathering space. Because we are interested in a fully accessible and sustainable park, we will focus on native plants which are more easily maintained and would limit or eliminate irrigation needs after the first two years.

Less lawn will require less petroleum-based fertilizer as well as less lawn care that is usually done with gasoline-powered motors (meaning less noise and less air pollution). We also plan to have graffiti-proof benches and pavement.

d. Project Goals. What is the intent or goal of the project, e.g., a playground, new park or green infrastructure development? How did the idea for the project originate and evolve.

The intent of this project is to create a beautiful, tranquil green oasis from hectic urban life; a fully accessible park and sensory garden as a community gathering space for an ethnically diverse, low- to moderate-income neighborhood including the residents of the 96 units of affordable and transitional housing adjacent to the new park, the clients of the 17 nonprofits housed within a two-block radius, including the deaf and deaf-blind clients of The Deaf-Blind Service Center, Helen Keller Northwest and the Hearing, Speech & Deafness Center (HSDC), more than 50% of whom are low-income.

For years, it has been a dream of neighbors, nonprofit agencies and their clients, and passersby to create a peaceful park as a community gathering space on the southwest corner of 19th and Madison. The land was being held in trust for several years for two developmentally-delayed siblings, who used it for a neighborhood fruit stand. This fruit

stand was an empowering source of income and independence for the siblings, as well as a neighborhood delight. Once the siblings died, a local entrepreneur bought the property to develop commercial and residential space. However, the owner has now declared that he would be willing to sell the land and HSDC is pursuing a one-year Option to allow time for the Opportunity Fund process and decision.

The neighborhood community has now come together to form the Neighborhood Park Partners in the hopes of joining with Seattle Parks and Recreation in realizing this dream. As the Central District continues to change, the need to coalesce the various entities is incredibly important to the stability and well-being of the neighborhood. We now have the opportunity to ensure that the land remains a place of community building as well as one of empowerment and accessibility for people with disabilities and other underserved populations.

2. Physical Information

a. Size of site to be developed and/or acquired: Amount of acreage or square footage of entire project area. If the Opportunity Fund nominated project is part of a larger project, how large is the portion funded by the Opportunity Fund?

The acquisition site is approximately five thousand square feet, although it feels much larger as it is a corner lot and has wide sidewalks.

b. Existing Conditions and Level of Development: Please describe current use and conditions. If site is developed, please describe; for example, are there any existing buildings, paving, structures, play areas.

The site is currently a vacant lot, with no existing structures and very little pavement, so that demolition costs will be kept to a minimum. The site's flat terrain will minimize development costs and is ideal for facilitating ADA accessibility.

c. Adjacent Properties: Undeveloped; or in process of development; or developed with residences; or with commercial buildings; or other improvements such as structures, paving or grading.

The area surrounding the park site is fully developed. Adjacent to the park are the Hearing, Speech & Deafness Center and Views at Madison—96 units of affordable and transitional housing. Several nonprofits are housed on the same block including the Deaf-Blind Service Center, Helen Keller Northwest, Powerful Voices, League of Women Voters, Elderwise, Northwest Baptist Federal Credit Union, Seattle Works, and Seattle Association for Jews with Disabilities. Across the street from the park site is Mount Zion Baptist Church.

3. Citywide Planning

a. Is this project consistent with an approved City and/or Parks approved plan? Which plans?

Yes. The prospective park site fits within the Parks 2006 Open Space Gap Analysis as a "Gap in Usable Open Space" (see 3b.) and is also part of the Madison-Miller Central Area Neighborhood Plan. Madison-Miller is an urban village within the Central Area. According to the Madison-Miller Neighborhood Master Plan, the key element for improving the Madison-Miller neighborhood focuses on the revitalization of the East Madison Business District, extending from 16th to 24th Avenues. The goal for this area is to serve both local and destination shoppers with a variety of shops and services. The integral

components for meeting the community vision includes investing in necessary streetscape and street capital improvements to create a pedestrian-oriented character, implementation of community-based amenity projects, and reinvigorating an overall sense of community and pride of place in Madison-Miller.

The plan calls for creating interesting streetscape features, using the angle of the Madison cut-through to design interesting urban spaces, and improving the overall walkability. The plan also indicates that the growth target is 400 new households, which is currently contributing to an ever-increasing population density of the Madison-Miller urban village.

The plan for the Central Area in general, of which Madison-Miller is a part, calls for streetscapes filled with interesting design linked to a rich, culturally diverse history; and corridors which tie together the community, linked by greenery, amenities and a sense of grace. Gateways, spaces and gathering places are requested to increase public safety, and build a positive image, while encouraging involvement through joint projects for the good of the neighborhood.¹

b. Does the project address a park, recreation, or open space deficiency (as outlined in Parks 2006 Open Space Gap Analysis, <http://www.seattle.gov/parks/publications/gapreport.htm>), or an underserved community?

Yes. The site of our prospective park qualifies as a “Gap in Usable Open Space” and would be enjoyed by the marginalized clients of the various neighborhood nonprofits, including the hard of hearing, deaf and deaf-blind clients of HSDC, The Deaf-Blind Service Center and Helen Keller Northwest, the members of Mount Zion Baptist Church, and the residents of Views at Madison’s affordable and transitional housing (among them are 88 children with no park within safe walking distance).

The site will be accessible to the general public and as previously mentioned, we will also design a park suitable and accessible for people with varying disabilities. Due to the fact that a large number of deaf and deaf-blind people seek services on the block, the city has already made the streets more accessible with signalized crosswalks (vibrating and beeping traffic light signals). The area experiences a high volume of pedestrian traffic and is also directly on a main bus route, making it an ideal location which will attract a plethora of visitors.

c. Is the project in an area experiencing growth, particularly an urban village or urban center? Priority will be given to projects that are within an urban village boundary that is deficient in open space.

Yes. This park would prevent impending building development in the ever-expanding urban village of the Central District/Madison-Miller. The area surrounding the prospective park has 13,252 to 17,521 people per sq. mile compared with 6,082 to 6,648 people per sq. mile in the more affluent Madison Park.²

¹ <http://www.seattle.gov/neighborhoods/npi/plans/central/>

² <http://tinyurl.com/popdensity2000>

4. Neighborhood Involvement and Support

a. Is the project a unique opportunity that will be lost if action is not taken now?

Yes. The developer has expressed a willingness to sell the land. This is one of the last vestiges of open space with which to create a sense of harmony in an ethnically diverse, densely developed, low- to moderate-income urban area. Additionally, this park will become one of the only places in the city for deaf, blind and deaf-blind people to easily congregate, as many of the agencies they seek services from are on the same block.

b. Please describe how the project demonstrates a high degree of neighborhood involvement and support, or demonstrated need.

The community has come together to form the Neighborhood Park Partners to advocate for the creation of our park on 19th and Madison. Supporting member organizations include:

- Deaf-Blind Service Center
- Helen Keller NW
- Hearing, Speech & Deafness Center
- League of Women Voters
- Mount Zion Baptist Church
- Seattle Association for Jews w/ Disabilities/Jewish Family Services
- Powerful Voices
- Pride Foundation
- NW Baptist Federal Credit Union
- Seattle Works
- Views at Madison Affordable Housing

Not only is there a high level of community involvement and enthusiasm, there is also a very clearly demonstrated need for a project like this in the Central District. Among these needs is environmental justice. Seattle has a history of racial segregation. Once, the Central District was one of the only areas in Seattle where people of color were allowed to live (see attached Negro Population Seattle 1960 map). Until as late as the 1960s, neighborhoods throughout Seattle had Racial Restrictive Covenants, preventing many people of color from living there (see attached Racial Restrictive Covenants, p 1 of 5). Some examples:

Capitol Hill 935 properties, 38 blocks: That no part of said premises shall ever be used or occupied by or sold conveyed, leased, rented, or given to **negroes or any person or persons of negro blood.**

Madrona: Said premises shall not be leased, sold, devised or conveyed to or acquired to occupied by any person than one of the **white or Caucasian race**, provided however, that a person not of the white or Caucasian race may become an occupant in the capacity of a servant.³

As a result of these and other patterns of institutional discrimination and racism, areas with people of color were often neglected and not provided with the same amenities such as open green spaces that other Caucasian, wealthier areas were afforded.

Although the racial segregation in the Central District is less pronounced today (largely due to the gentrification which has made even this area too expensive for some of its original inhabitants), the area remains 43% non-white⁴, whereas Seattle as a whole is only

³ <http://depts.washington.edu/civilr/covenants.htm>

⁴ <http://tinyurl.com/neighborhooddemographs>

29% non-white⁵. Additionally, 22% of the Central District's inhabitants live below the poverty line.⁶

One goal of this neighborhood park is to help reverse the trend of environmental injustice in Seattle. "An environmental injustice exists when members of disadvantaged, ethnic, minority or other groups suffer disproportionately ... from environmental risks or hazards, and/or denied access to environmental investments, benefits, and/or natural resources, and/or are denied access to justice in environment-related matters."⁷

A park as a beautiful, tranquil green oasis in such an historically underserved area would uphold the values of John Charles Olmsted—creator of Seattle's wonderful park system—of social consciousness and commitment to egalitarian ideals and his belief that the common green space must always be equally accessible to all citizens.⁸

c. Creative Design. Does the project demonstrate new and creative methods to meet the community's needs for parks, green spaces and green infrastructure? If so, how?

The Neighborhood Park Partners will work with a landscape architect to ensure that the park is accessible to people with varying disabilities, and serves as a tranquil oasis for the entire neighborhood. All constituencies will collaborate on design elements for the sensory garden such as seasonal plants of varying color, fragrance, flavor and texture and shrubs which attract different types of chirping birds to appeal to all senses. This will be an all-season park with vegetation that will block or reduce cold weather winds, to enable neighbors to congregate all year.

We hope to incorporate multi-dimensional design in the sensory garden and throughout the park, with colorful tiles made by children teaching a lesson in the pavement, while plants and shrubs of various heights draw the eye or ear to different levels, until the birds attract one's senses skyward. Neighborhood safety is of the utmost importance in the design, as well. We plan to mitigate the negative risks of parks by designing the park in accordance with CPTED (Crime Prevention Through Environmental Design) principles.

This space, which was once the site of an empowering income generator for developmentally-delayed siblings, will become one of the only places in the city for deaf, blind and deaf-blind people to easily congregate, as many of the agencies they seek services from are on the same block. This will also be very important to the families who live in Views at Madison, the 96 units of affordable and transitional housing next to the property. We envision this as a place for education, reflection and respect for all the residents and clients who are part of this neighborhood.

d. Sustainable Principles. How does the project contribute to solving major challenges facing our community, such as climate change, the health of our waterways, or growth management?

By planting native, drought-tolerant plants, the park would limit or eliminate irrigation needs after the first two years. Furthermore, the park would provide pervious surfacing

⁵<http://tinyurl.com/2000censusSeattle>

⁶ Department of Design, Construction and Land Use with Assistance from Puget Sound Regional Council, July 2003. p9

⁷ http://en.wikipedia.org/wiki/Environmental_justice

⁸ <http://tinyurl.com/OlmstedSeattle>

(including pervious surfacing for walkways in the park) to help limit storm-water runoff in an area of Seattle that is highly developed and surrounded by impervious sidewalks, roads, and rooftops. Limiting storm-water runoff and encouraging infiltration are critical to improving the health of our waterways. We will also look into determining how much water from the nearby roof could be diverted into a rain garden, bio swale, cistern or other storm-water runoff feature.

Having a park in the middle of developed areas contributes to the city's green corridors which help facilitate the migration of various species of wildlife.

This park would also help ensure that Seattle remains a vibrant, livable city. Cities with adequate green infrastructure and green spaces allow for greater density—by building up instead of sprawling out—because more people are willing to give up a single family home in the suburbs for multifamily housing in the city if there are amenities like parks. Living in a city apartment or condominium drastically reduces our reliance on natural resources and energy consumption, but only when local amenities make it an attractive option.

Finally, this park would provide an opportunity to achieve a certain amount of social and environmental justice. By providing green space for nearby low-income and disadvantaged residents and clients, this park could provide lush, open space for segments of the population that are too often neglected.

5. Budget and Finance

a. Budget/Funding. How much do you estimate this project to cost? Please describe how the project budget and cost estimates were developed.

The estimated cost the land is \$450,000.

The administrative costs including property appraisals, acquisition environ planning & site assessment, negotiation services and closing costs are estimated to be \$22,500.

HSDC, on behalf of the Neighborhood Park Partners has offered the landowner a one-year Option to purchase the land. All legal documents related to said Option have been reviewed by the Assistant City Attorney. During the months prior to land purchase, HSDC will raise money to cover the monthly costs for insurance and taxes for the property, capped at \$2,000 a month.

b. Has the community already raised other funds for this project? Does the project leverage resources from other agencies and/or public, private or philanthropic partners? How much of the funding has been raised by the community?

The Hearing, Speech & Deafness Center is currently raising money for the monthly costs associated with holding the land before purchase (see 5a.). Once the land is acquired, the Neighborhood Park Partners will work together to develop a comprehensive fundraising plan that will include neighbors, community businesses, local foundations, as well as local grants. We will also be applying to the Department of Neighborhoods for a Neighborhood Matching Fund. During the development phase we would also work with current supporters for appropriate in-kind services wherever possible. We will solicit pro-bono park design from a landscape architect. We have already secured an agreement with Seattle Works, whereby they will lead park maintenance volunteer efforts. Additionally,

we anticipate support from many of our organizations' major donors for the following reasons:

1. They live in the neighborhood and drive or walk by the location every day.
2. They are clients of the Partners' organizations and wish to see all clients of the agencies honored and supported by such a neighborhood improvement.

Many of our major donors are already deeply invested in Seattle Parks and Recreation, the Parks Foundation, or Department of Neighborhood sponsored parks and see this as great synergy between compatible interests. We plan on involving our donors and other members of the philanthropic community to assist with the development phase of our park as well as with ongoing maintenance.




c. Provide an overall project budget with as much detail as you have available. Please indicate what portion of the project is proposed for funding by the Opportunity Fund. Please use a separate sheet if necessary.

19th and Madison Neighborhood Park Budget – Phase I Acquisition			
Description	Detail	Cost	Source
Taxes and Insurance during Option Period	\$2,000/month for 12 month period per option agreement	\$24,000	HSDC (through fundraising)
Cairncross & Hempelmann	Attorney's fees for work to date; from 3.23.10 forward the lawyer offered to continue pro bono	\$8,228	HSDC
Property Purchase Price	The amount the seller paid for the property; per option agreement	\$450,000	Seattle Parks & Recreation Opportunity Fund
Administration Costs— 5% - 10% (depending on property cost)	Incl. property appraisals, acquisition environ planning & site assessment, negotiation services, closing costs (Title insurance, escrow fees, etc.)	\$22,500	Seattle Parks & Recreation Opportunity Fund
Estimated Acquisition Budget Total		\$504,728	

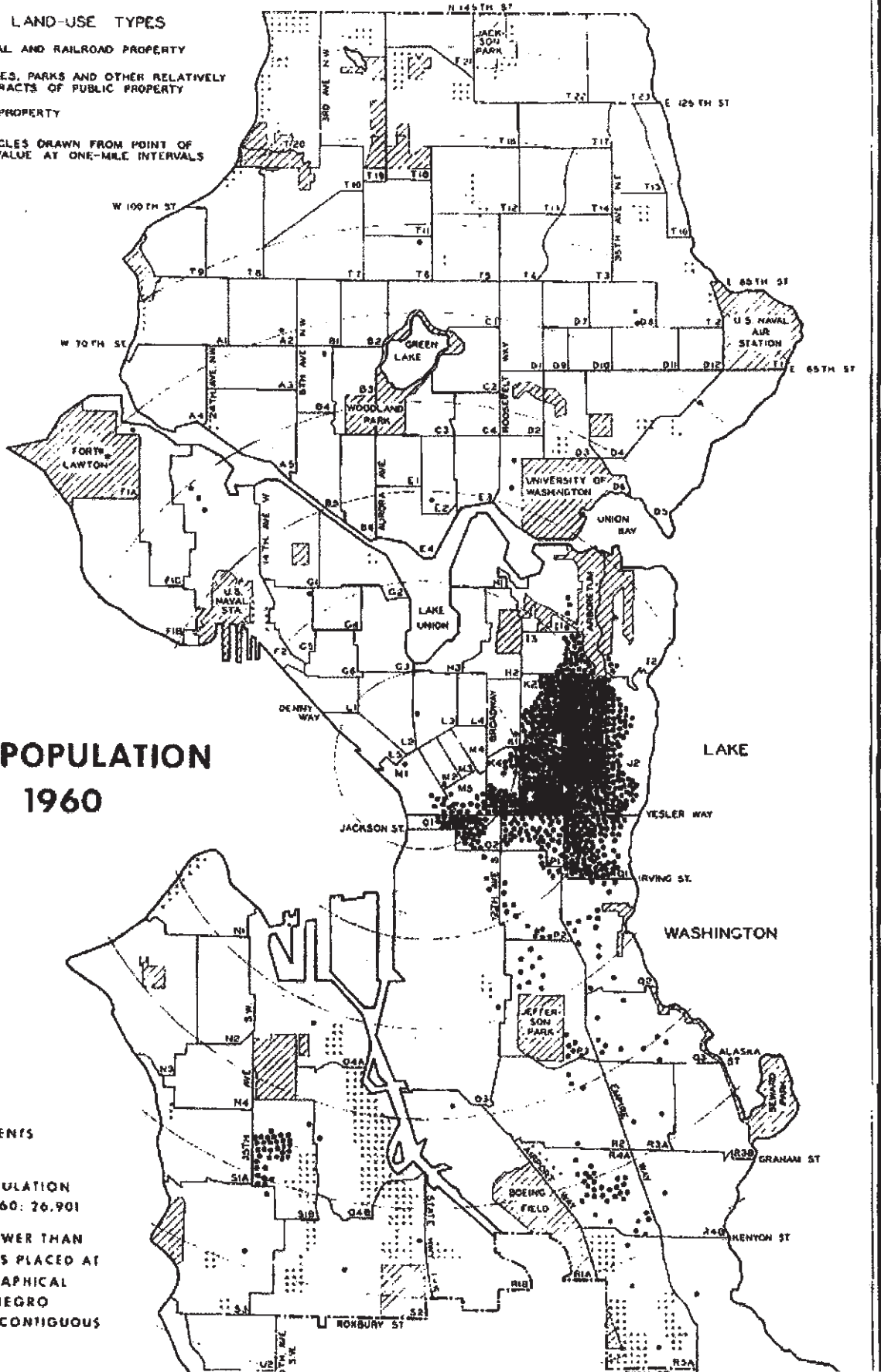


HSDC Park Concept
Design: Nuansi
Shrubs source:
Holly M. Nelson

GENERALIZED LAND-USE TYPES

-  INDUSTRIAL AND RAILROAD PROPERTY
-  CEMETERIES, PARKS AND OTHER RELATIVELY LARGE TRACTS OF PUBLIC PROPERTY
-  VACANT PROPERTY

CONCENTRIC CIRCLES DRAWN FROM POINT OF HIGHEST LAND VALUE AT ONE-MILE INTERVALS



**NEGRO POPULATION
SEATTLE: 1960**

EACH DOT REPRESENTS
25 PEOPLE

TOTAL NEGRO POPULATION
WITHIN CITY IN 1960: 26,901

IN AREAS WITH FEWER THAN
25 NEGROES DOTS PLACED AT
ESTIMATED GEOGRAPHICAL
MEAN POINT OF NEGRO
POPULATIONS OF CONTIGUOUS
CENSUS TRACTS

Seattle neighborhoods:

neighborhood	subdivision	restriction
Alki	Williams Alki Addition	<i>The lot, nor any part thereof, shall not be sold to any person either of whole or part blood, of the Mongolian, Malay, or Ethiopian races, nor shall the same nor any part thereof be rented to persons of such races.</i>
Ballard/Sunset Hill	Westhaven	<i>No part of said property hereby conveyed shall ever be used or occupied by any person of the Ethiopian, Malay, or any Asiatic race, and the grantee, his heirs, personal representatives or assigns, shall never place any such person in the possession or occupancy of said property</i>
Beacon Hill	Jefferson Park Addition, Ladd's 2nd Addition, Jefferson Park Addition #2	<i>No person other than one of the Caucasian race shall be permitted to occupy any portion of any lot in said plat or any building thereon except a domestic servant actually employed by a Caucasian occupant of said lot or building.</i>
Bitter Lake	Quigley's Northend Tracts	<i>And that the property covered by this contract shall not be conveyed to any other than one of the Caucasian Race;</i>
Blue Ridge	all	<i>No residence property shall at any time, directly or indirectly, be sold, conveyed, rented or leased in whole or in part to any person or persons not of the white or Caucasian race.</i>
Broadmoor	Broadmoor	<i>No part of said property hereby conveyed shall ever be used or occupied by any Hebrew or by any person of the Ethiopian, Malay or any Asiatic Race...excepting only employees in the domestic service on the premises of persons qualified hereunder as occupants and users and residing on the premises.</i>
Broadview	Bonnie Vista	<i>No persons of any race other than the white race shall use or occupy any building or any lot, except that this covenant shall not prevent occupancy by domestic servants of a different race domiciled with an owner or tenant.</i>
	Haggardt's Addition	<i>no lot or portion of a lot shall be sold to, leased to or occupied by any person other than that of the White or Caucasian Race, except this shall not prevent occupancy by domestic servants of a different race or nationality actually employed in good faith by the owners or tenants.</i>
	Northend soundview tracts	<i>Further that the property shall not be conveyed to any other than one of the Caucasian race.</i>
	Schroepel Park	<i>No part of the property hereby platted, shall be used for trade, manufacture or business purposes of any kind, but shall be used for residential purposes only by white persons, except that servants, not of the white race but actually employed by white occupant, may reside on said premises.</i>
	Bonnie Brae	<i>No one, other than a white person of the Caucasian race, shall own any interest directly or indirectly, in the above described property, or any part thereof, nor shall the purchaser herein let said premises, or any part thereof, for any term whatsoever, to one other than a white person of the Caucasian race...(but this clause shall not apply to bonafide domestic servants).</i>
Bryant	Elford Park	<i>Tracts or parcels of land in this plat shall be used or occupied only by members of the white or Caucasian race, excluding Semites, and no other persons shall be permitted to use or occupy said tracts or parcels, except employees may occupy the premises where their employer resides.</i>
	University Gardens	<i>The purchaser covenants, and said covenants shall run with said land, that no part of said described premises shall ever be used or occupied by any person not of the White or Caucasian race.</i>
	Viewhome Addition	<i>No race or nationality other than those of the White or Caucasian race shall use or occupy any dwelling on any lot except that this covenant does not prevent occupancy by domestic servants of a different race or nationality employed by an owner or tenant.</i>
Capitol Hill	935 properties, 38 blocks	<i>That no part of said properties shall ever be used or occupied by or sold conveyed, leased, rented, or given to negroes or any person or persons of negro blood,</i>
Central District-Minor Neighborhood	Squire Park	<i>The parties hereto signing and executing this instrument and the several like instruments relating to their several properties in said district, hereby mutually covenant, promise and agree each with the others, and for their respective heirs and assigns, that no part of said lands owned by them as described following their signatures to this instrument, shall never be used, occupied by or sold, conveyed, leased, rented or given to Negroes, or any person or persons of the Negro blood.</i>
Duwamish	Gordon's Addition #2	<i>No person of any race other than the white race shall use or occupy any building or any lot. except this covenant shall not prevent occupancy by</i>

This letter is to enthusiastically support the Opportunity Funds Application being submitted by the Hearing, Speech & Deafness Center on behalf of the undersigned neighborhood entities.

To bring a fully accessible, sensory garden and park to the corner of 19th and Madison would serve as a gathering spot for the community and essential green space for the people who live, visit, and work in this neighborhood. A park enjoyed by all, with artwork and access for people with disabilities would coalesce the neighborhood in a positive and lasting way. It will provide an educational venue for the many children who live in the neighborhood (currently 88 in the Views at Madison Affordable Housing).

We the undersigned are unanimously thrilled at the prospect of a community gathering spot for respect, relationship-building and reflection. We support this project and are looking forward to working together as a group to enjoy and maintain the park. We strongly encourage your approval of this project.

Hearing, Speech & Deafness Center

Mount Zion Baptist Church

Deaf-Blind Service Center

Helen Keller Northwest

League of Women Voters

Northwest Baptist Federal Credit Union

Powerful Voices

Pride Foundation

Seattle Works

Views at Madison Affordable Housing

Jewish Family Services/Seattle Association for Jews with Disabilities