



South Lake Union Community Center

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Seattle Parks & Recreation

Stepherson & Associates
Communications Phase 2: Community
Outreach Summary May 27, 2021

Outreach Summary:

South Lake Union (SLU) has always been a hub of craft and innovation. From the Duwamish people to the Western Mill, railway connectivity, and Bill Boeing, SLU has been a location for creation and connection. Now, with Amazon, Google, Facebook, the Allen Institute, the Gates Foundation, and the UW Medical Research Facility having taken up residence here, an area once dominated by industry has become a home to technology and thought leadership.

To better serve a diverse and rapidly growing community, Seattle Parks and Recreation will open a new community center in the neighborhood. The project — currently called the South Lake Union Community Center — is a public-private partnership, as the new center will be housed within the privately developed Mercer Blocks project.

Due to the COVID-19 pandemic, Seattle Parks and Recreation will be collecting public feedback for this project through online open houses and live online public presentations during 2021.

Seattle Parks and Recreation launched its second online open house March 11, 2021. The online open house was open through April 4, 2021. The online open house introduced two project design concepts for the interior space as well as sought community input on facility design and programming.

The project team promoted the online open house through a variety of digital and socially distant channels in keeping with COVID protocols. The team worked community partners such as the Friends of Denny Park and South Lake Union Chamber and City partners such as Department of Neighborhoods to help get the word out about the online open house. Additionally, we worked with our internal partners, the community center coordinators, Seattle Parks and Recreation Center City Parks Teen program, Lifelong Learning and Specialized Programs to help with additional outreach.

The team also distributed 450 print flyers in the neighborhood that included a short survey around the two design concepts. Locations included: Starbucks (Mercer & Westlake), Sacred Heart – Homeless lunch outreach, Aloha St. – Mini House Village, Orion Youth Care, Compass Housing, and Immanuel Community Services.

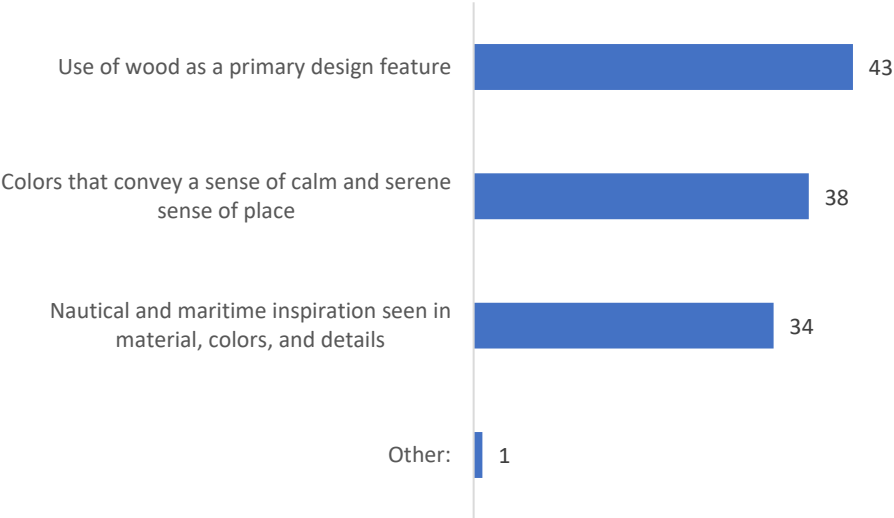
The flyer included paid postage with the goal of reach community members who may not have internet access. The project was also promoted through social media, the Parkways blog and press releases.

The project also hosted a live online presentation on March 16 with 22 community members in attendance and posted display board of the two design concepts in the neighborhood.

Almost 400 people visited the online open house and it received 1,400 total page views during the three-week run. About 160 individuals completed the survey questions about design concepts and programming, providing the team valuable insight as they developed and refine the site plan and building design.

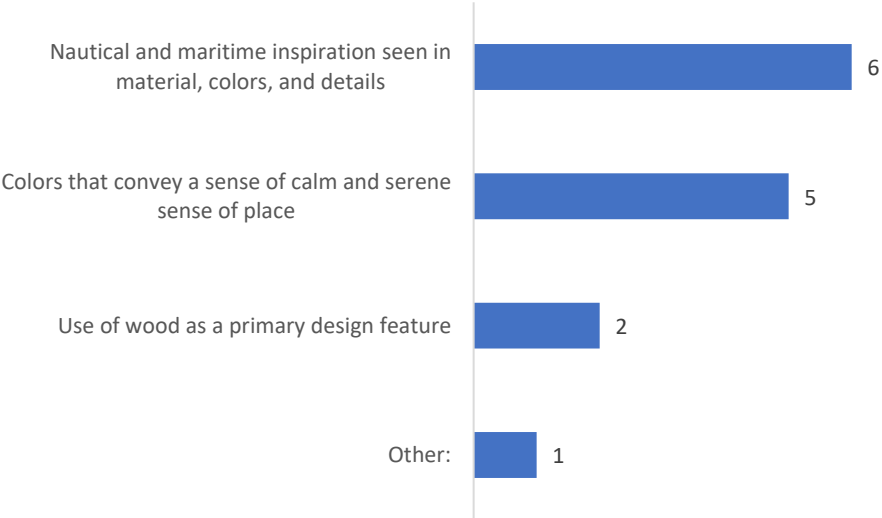
A summary of their responses is included in the subsequent pages.

Question 1: What do you like about the Lakeside Spirit concept? Select all that apply.



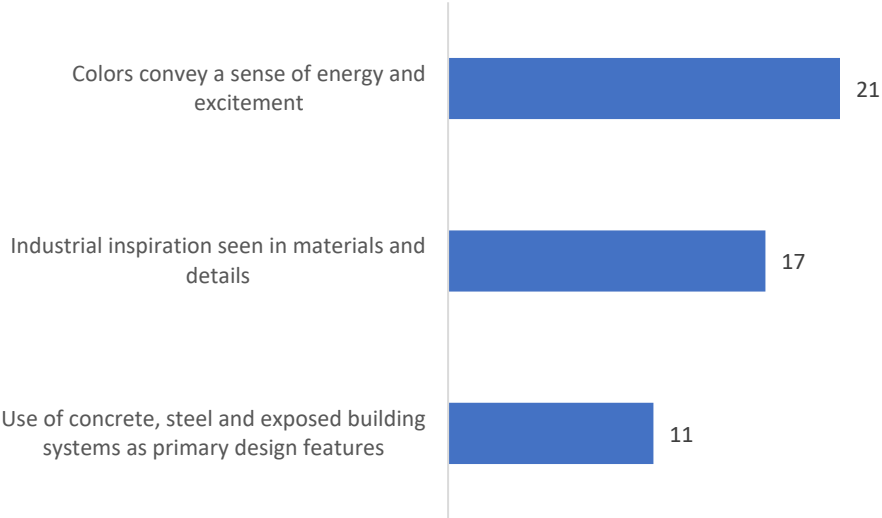
Answers	Tally
Use of wood as a primary design feature	43
Colors that convey a sense of calm and serene sense of place	38
Nautical and maritime inspiration seen in material, colors, and details	34
Other:	1

Question 2: What do you dislike about the Lakeside Spirit concept? Select all that apply.



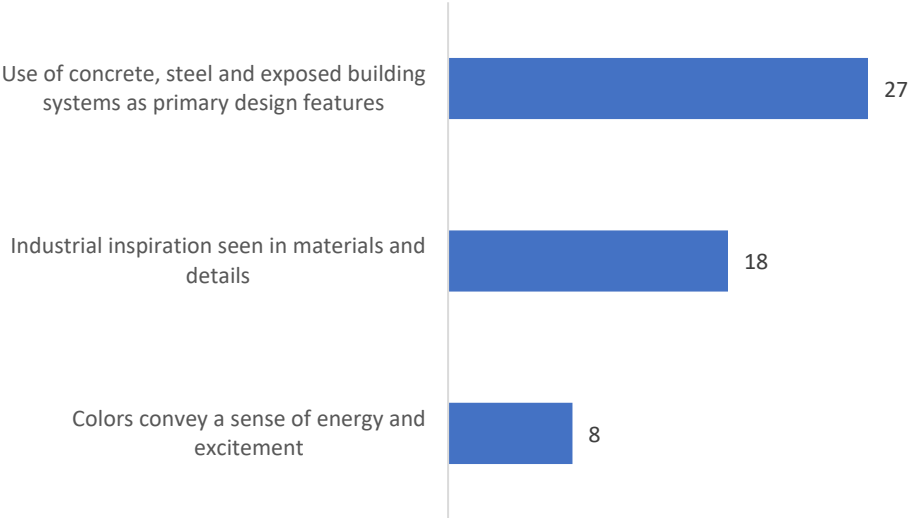
Answers	Tally
Nautical and maritime inspiration seen in material, colors, and details	6
Colors that convey a sense of calm and serene sense of place	5
Use of wood as a primary design feature	2
Other:	1

Question 3: What other activities would you enjoy most at the center? Select all that apply.



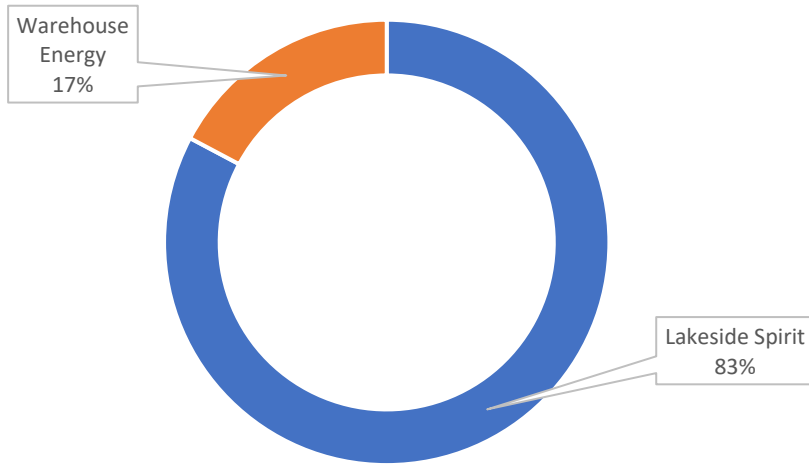
Answers	Tally
Colors convey a sense of energy and excitement	21
Industrial inspiration seen in materials and details	17
Use of concrete, steel and exposed building systems as primary design features	11

Question 4: What do you dislike about the Warehouse Energy concept? Select all that apply.



Answers	Tally
Use of concrete, steel and exposed building systems as primary design features	27
Industrial inspiration seen in materials and details	18
Colors convey a sense of energy and excitement	8

Question 5: Which concept do you like best? Select all that apply.

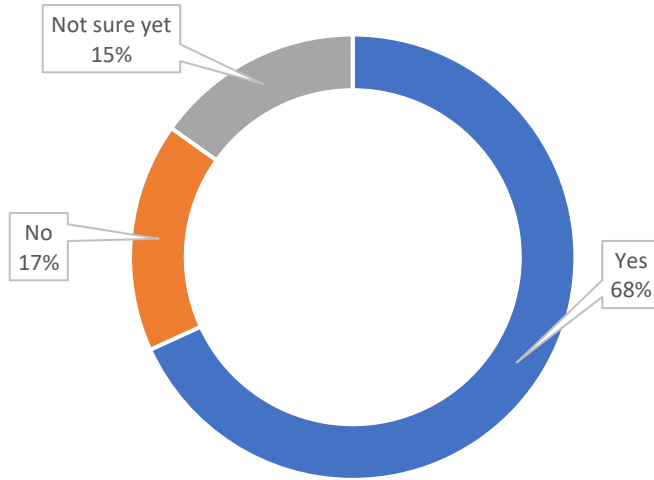


Answers	Tally	Percentage
Lakeside Spirit	48	83%
Warehouse Energy	10	17%

Question 6: Is there anything else you would like to share about these concepts?

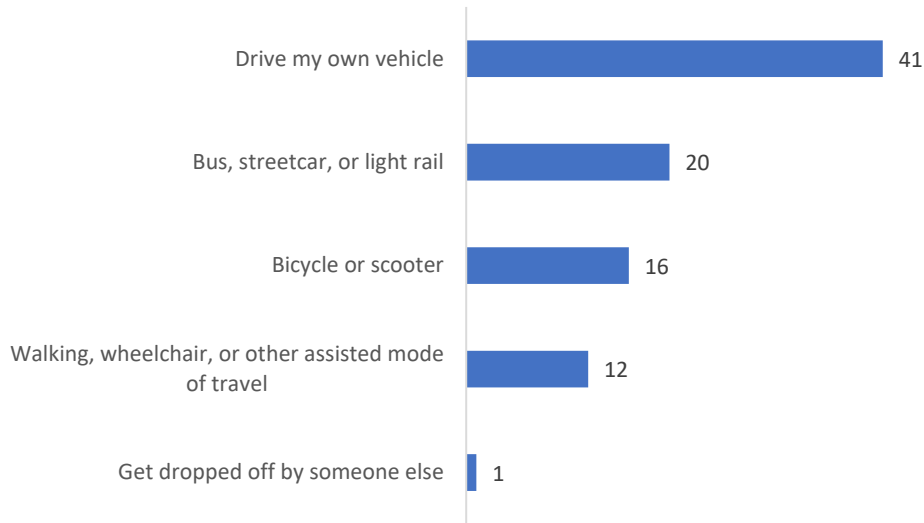
- *Every tech company is using industrial theme these days. Lakeside Spirit offers a more unique identity and creates a sense of warmth and community that distinguishes a community center.*
- *I like both a lot- I think they both have their place. The more energetic aspects are nice to try and push for interactivity with guests. Either way if you use recycled/local materials I think the two themes would blend nicely.*
- *I prefer this style... and am also wary with either style that the tech workers in the neighborhood will overtake this community center 's spaces to work. Thus, making non-tech residents feel like they do not fit in.*
- *I strongly prefer Lakeside Spirit as it integrates a much-needed softness to the largely industrial feel of the SLU neighborhood! Balancing that vibe will help the area feel less like a concrete jungle.*
- *If there is a budget for public art, please make sure it is good. Seattle spends a lot on public art that is mediocre.*
- *it is a lakeside neighborhood. make it lake-y!*
- *Keep it natural. Green, maximize outside space, minimize urban vibe.*
- *lakeside spirit*
- *Lakeside Spirit*
- *Need Pickleball courts*
- *Sustainability. I would love it if it could be a printed building. Wood should stay in the forests.*
- *The "Warehouse Energy" concept looks much too much like the many tech office spaces already in the neighborhood.*
- *Warehouse Energy seems to be an overused aesthetic.*
- *Warehouse seems unfinished. The Lakeside honors the spirit of Seattle.*

Question 7: Do you think you would use the new South Lake Union Community Center? Select one.



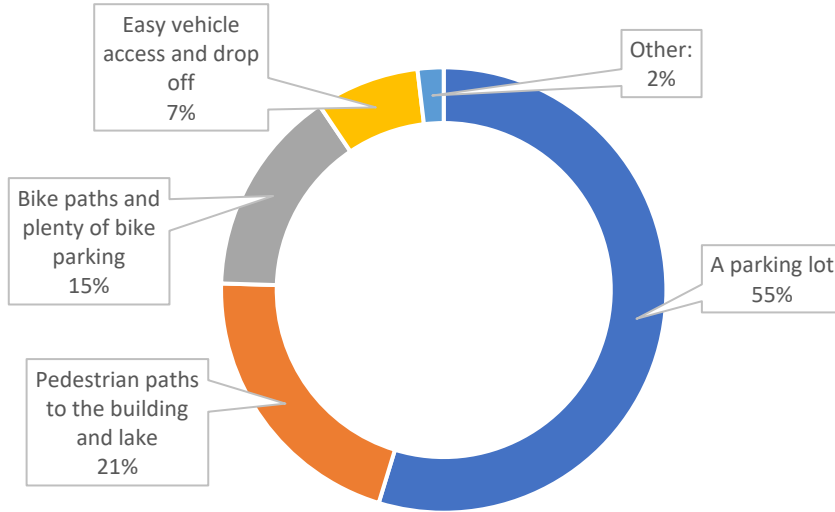
Answers	Tally	Percentage
Yes	45	68%
No	11	17%
Not sure yet	10	15%

Question 8: How would you likely travel to the community center? Select all that apply.



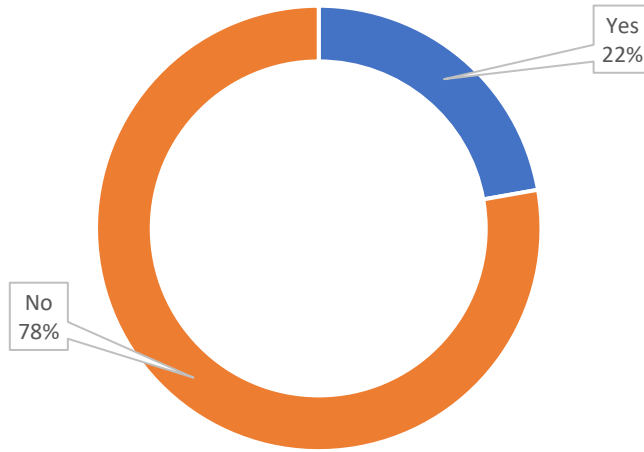
Answers	Tally
Drive my own vehicle	41
Bus, streetcar, or light rail	20
Bicycle or scooter	16
Walking, wheelchair, or other assisted mode of travel	12
Get dropped off by someone else	1

Question 9: When using the site, what is most important to you? Select one.



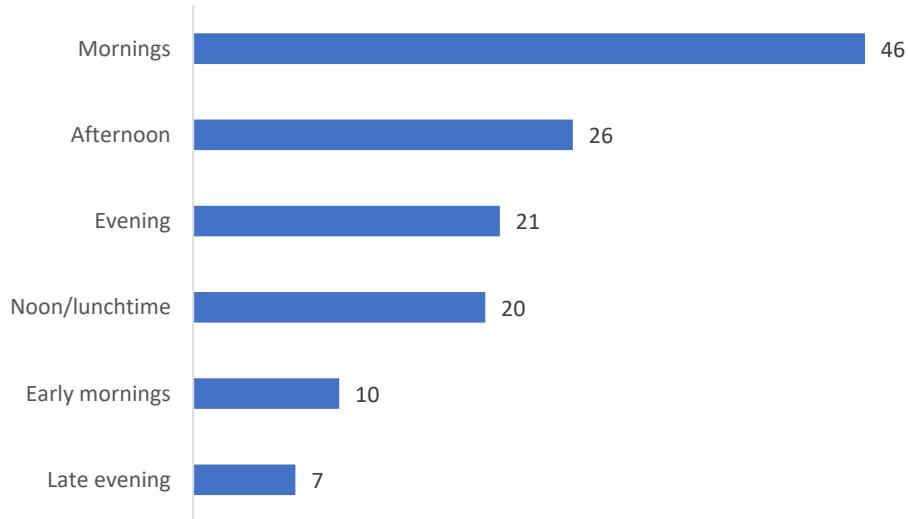
Answer	Tally	Percent
A parking lot	29	55%
Pedestrian paths to the building and lake	11	21%
Bike paths and plenty of bike parking	8	15%
Easy vehicle access and drop off	4	7%
Other:	1	2%

Question 10: Do you work in the greater South Lake Union neighborhood?
Select one.



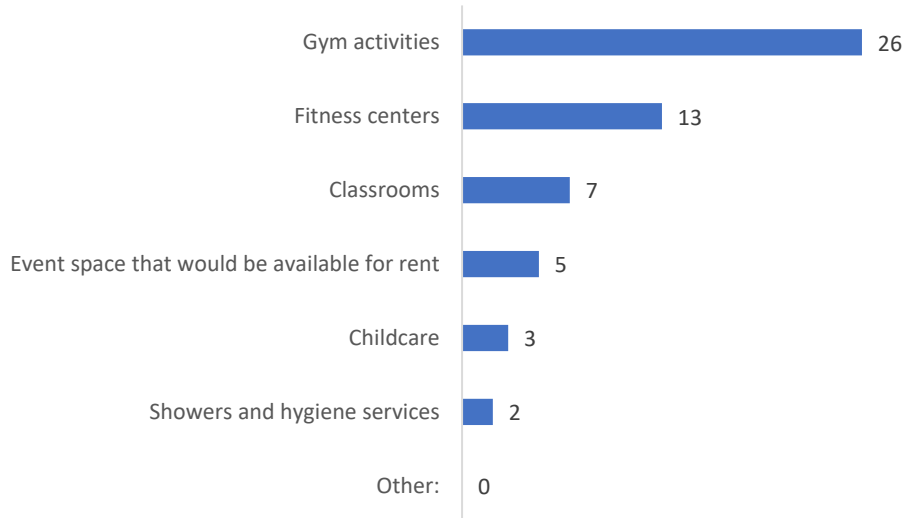
Answer	Tally	Percentage
Yes	14	22%
No	49	78%

Question 11: What time of day would you mostly likely use the community center? Select all that apply.



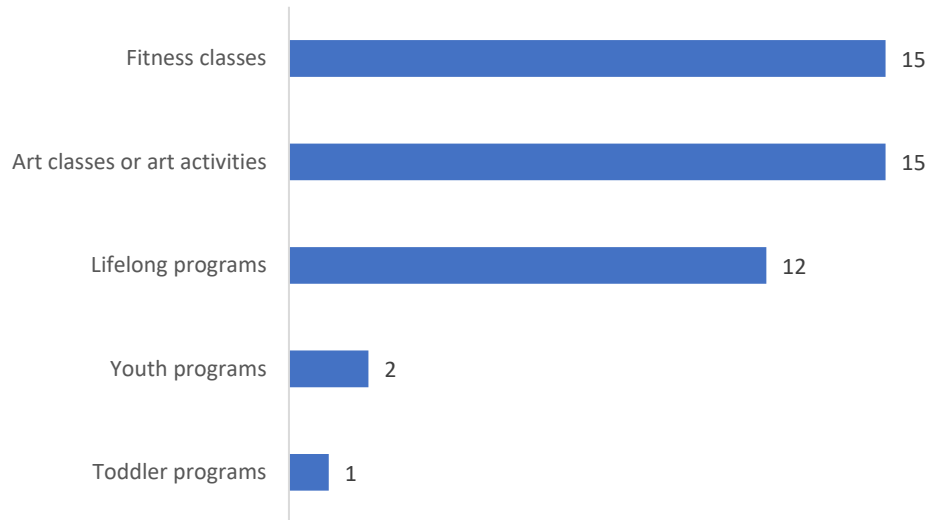
Answers	Tally
Mornings	46
Afternoon	26
Evening	21
Noon/lunchtime	20
Early mornings	10
Late evening	7

**Question 12: What key features of the community center are most interesting to you?
Select all that apply.**



Answers	Tally
Gym activities	26
Fitness centers	13
Classrooms	7
Event space that would be available for rent	5
Childcare	3
Showers and hygiene services	2
Other:	0

Question 13: What sort of programming is most interesting to you? Select all that apply.

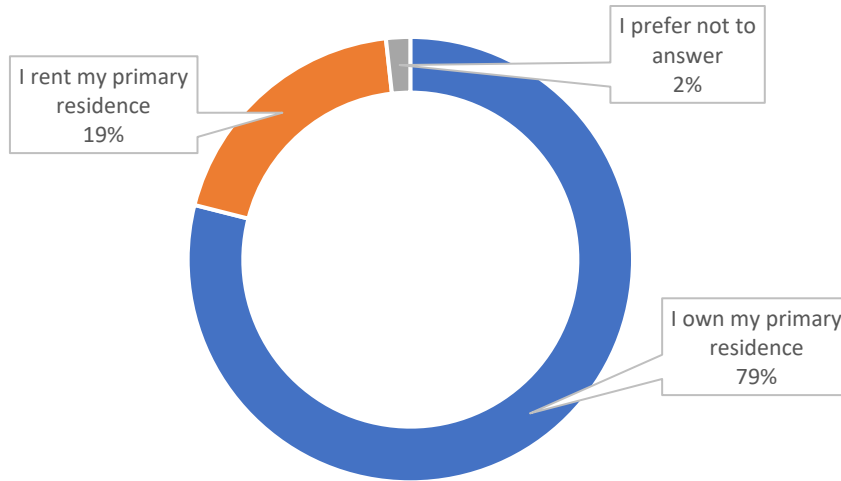


Answers	Tally
Fitness classes	15
Art classes or art activities	15
Lifelong programs	12
Youth programs	2
Toddler programs	1
Other:	0

Question 14: Please tell us the ZIP code you live in. Select one.

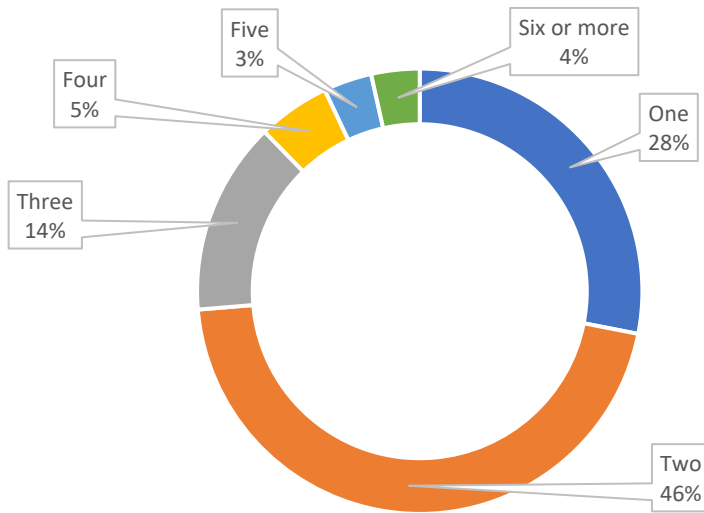
Answers	Tally
Other	43
98109 (SLU/Queen Anne)	8
98102 (Eastlake/Capitol Hill)	6
98136 (West Seattle/Lincoln Park)	6
98116 (West Seattle/Alki)	5

Question 15: Which of the following best describes your current living condition? Select one.



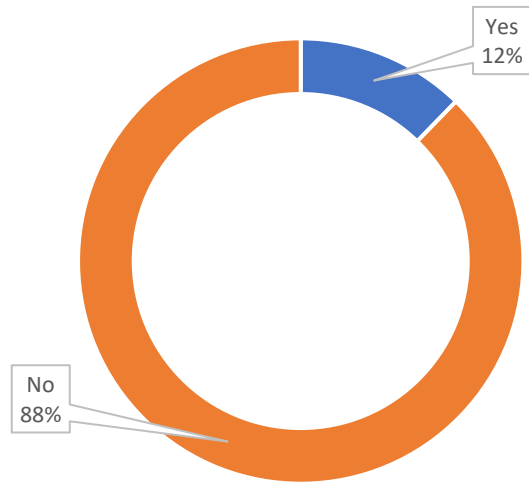
Answers	Tally	Percentage
I own my primary residence	45	79%
I rent my primary residence	11	19%
I prefer not to answer	1	2%
I am in temporary housing (e.g., staying with friends, shelter, or hotel)	0	0%
I am without permanent shelter	0	0%

Question 16: How many people are in your household? Select one.



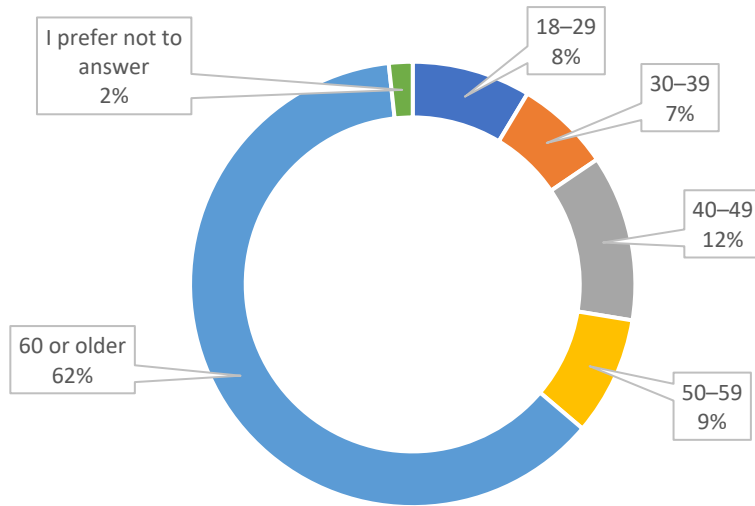
Answers	Tally	Percentage
One	16	28%
Two	26	46%
Three	8	14%
Four	3	5%
Five	2	3%
Six or more	2	4%

Question 17: Does your household include youth younger than 18 years old?
Select one.



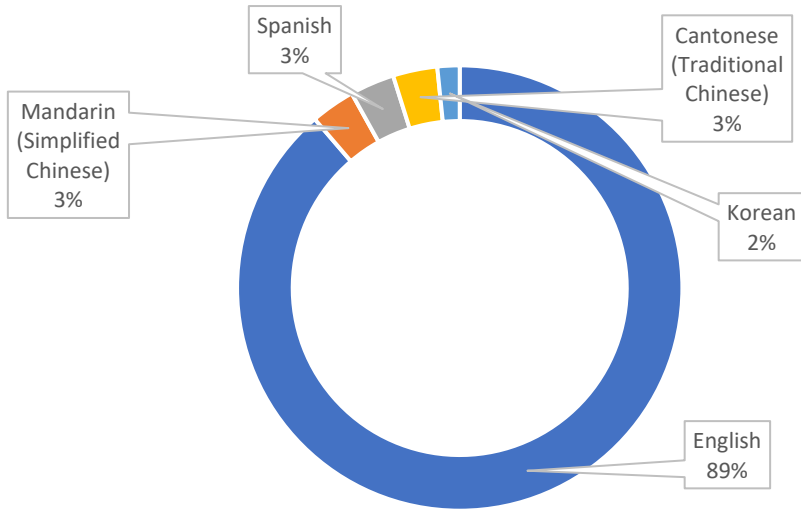
Answers	Tally	Percentage
Yes	7	12%
No	50	88%

Question 18: What is your age? Select one.



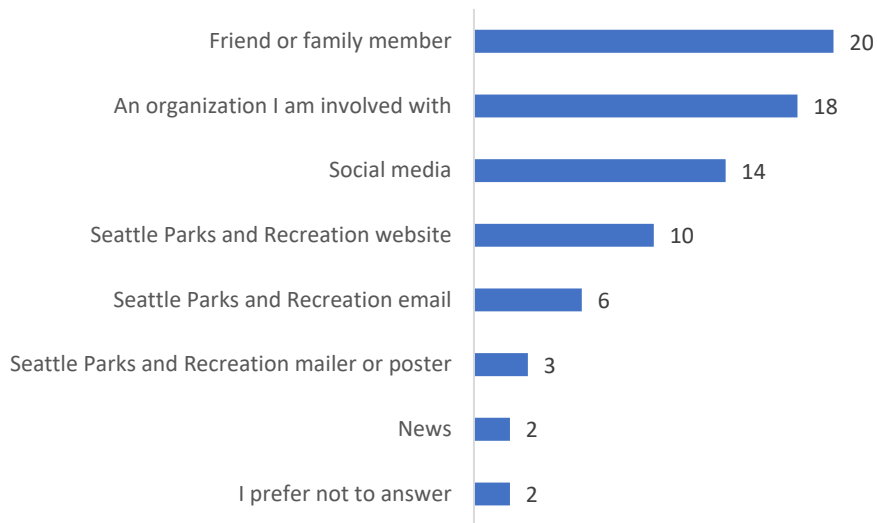
Answers	Tally
17 or younger	0
18-29	5
30-39	4
40-49	7
50-59	5
60 or older	36
I prefer not to answer	1

Question 19: What is the primary language spoken in your home? Select one.



Answers	Tally	Percentage
English	97	89%
Korean	2	3%
Mandarin (Simplified Chinese)	2	3%
Spanish	2	3%
Tagalog	2	2%
I prefer not to answer	1	0%
Cantonese (Traditional Chinese)	0	0%
Somali	0	0%
Vietnamese	0	0%

Question 20: How did you learn about this project? Select all that apply.



Answers	Tally
Friend or family member	20
An organization I am involved with	18
Social media	14
Seattle Parks and Recreation website	10
Seattle Parks and Recreation email	6
Seattle Parks and Recreation mailer or poster	3
News	2
I prefer not to answer	2
My employer	0
Other:	0