

EXTRAORDINARY COMMUNITY-WIDE SUPPORT

Broadway Crossing's development is a story in community participation. The land on which Broadway Crossing now sits was intended to be a one-story, stand-alone Walgreens drug store with a surface parking lot. How it came to be a handsome, prominent five-story development combining affordable apartments with a national retail chain owes great thanks to committed neighborhood leaders.

In Seattle, all developments of significant size are required to go through a process called Design Review, where architects, developers, residents, and business representatives volunteer time on a local review committee to provide comments and guidance for newly-constructed buildings. The public meetings where this guidance occurs typically turn out a handful of neighborhood residents who have a particular interest in a proposed project.

The public Design Review meeting for the single-story Walgreens plan was attended by more people than any held in the 10-year history of the Design Review program because the site is so prominent and sits squarely in the center of the Capitol Hill Urban Village at the intersection of the Broadway and Pike/Pine business districts. At the meeting, community members protested the single-purpose drug store plan, noting that this important location called for an urban, mixed-use development. Specifically, the residents of Pike Pine said that in this urban core neighborhood, the building should be bigger, mixed-use and have not only housing, but *affordable* housing. Participants at the meeting requested that Walgreens partner with the community based non-profit housing developer, Capitol Hill Housing, to add density to the neighborhood and to make the housing units affordable, thereby meeting two important neighborhood goals.

Community leaders kept up the effort to get the project funded with public affordable housing dollars by noting its additional benefits as a means toward renewed economic development of Broadway's south end, its proximity to transit, and the bonus of a major national retailer and employer making a long-term commitment to Capitol Hill. The final project responded to numerous key priorities of the Capitol Hill Neighborhood Plan. Letters from community leaders are included in this package.

The project also garnered significant media attention given the strides by Walgreens to mix housing and retail and to work with a local non-profit developer for the first time. Press coverage included: Seattle's Daily Journal of Commerce ran front page stories on the project four times; the Capitol Hill Times, (a neighborhood publication) editorialized for its successful development; The Seattle Post-

Intelligencer, the region's largest daily, covered elements of the project; Affordable Housing Finance Magazine, the national source for news on low income housing tax credits, ran a full-page story on the public/private nature of the project in its October 2006 issue.

A thread which ran through all of the stories centered on the fact that Broadway Crossing was an example of in-fill development that fits and uses that building on community assets rather than cannibalizing them.

Sited at the intersection of the Pike/Pine neighborhood and Broadway's business district, "Broadway Crossing" embodies the key location of this gateway development. In this way, the project is more than simply affordable housing above retail; it is a positive booster of and role model for economic development that serves the all of the surrounding neighborhoods.

LOCATION

Broadway Crossing's location is critical to the Capitol Hill neighborhood's Broadway Economic Vitality Action Agenda. Once the bustling heart of the city's web of neighborhood-based retail activity, Broadway had fallen into decline. Many of the areas retail mainstays had relocated leaving empty storefronts. In addition, the district faced several years of disruption from the construction of a regional light rail station.

Broadway Crossing's site is at a nexus both of where Broadway crosses the adjacent Pike/Pine neighborhood, and where commercial activity picks up again. Given this, we focused on design details (outlined below) that would make a direct link to the rest of Broadway, provide an enriched pedestrian-friendly streetscape, and attract future generations of mixed-use development to adjacent lots.

In addition to its prominence connecting two neighborhoods, Broadway Crossing sits in the heart of an employment center – just eight blocks from downtown Seattle – in a transit-rich environment. Schools, medical centers, beautifully-renovated public parks, and stores are within a five minute walk. A bus connection to dozens of routes is located immediately outside the front door. Flexcar boasts 35 sites within 10 blocks where residents have access to an auto for job-hunting or other needs. As a hub in the center of urban activity, it is difficult to beat Broadway Crossing.

SERVICES

Nine of the new families at Broadway Crossing are transitioning from homelessness into this new residential setting. With a grant from the Bill & Melinda Gates Foundation's Sound Families Initiative, Capitol Hill Housing is working with a local service organization, to provide services for families

transitioning from homelessness who desperately need affordable housing to keep their families intact. In addition, nine apartments are set aside for disabled individuals, including persons with AIDS who get case management from Lifelong AIDS Alliance. Lifelong has a nationally-recognized model that allows people living with HIV/AIDS to live as independently as possible while being linked to resources for medical care, food services, and a variety of other social services. Both programs maximize self-sufficiency for residents while providing service-enriched resources in a building that is close to healthcare, transit, and employment centers.

Another feature CHH added to this property is free internet service to tenants. Coordinating work between our information technology staff and subcontractors, each unit has an unlimited internet connection. We believe that creating a resource-rich living environment provides a more fertile ground for resident self-sufficiency and empowerment.

UNIQUE DESIGN FEATURES

Open for just three weeks, Broadway Crossing has already received numerous accolades for its many distinctive and numerous design features:

- The project is the first newly-constructed building within many blocks that would build to the 65' height limit and serve as a precedent for future generations of development to follow. Its urban scale and interaction with the street had to set a tone that would be well-received by the community. It needed to model the way.
- Responding to the challenge to mend together two adjacent neighborhoods, and two disparate sections of Broadway, the building had to create a lively pedestrian character at street level. We accomplished this in many ways:
 - Context: Looking at adjacent buildings, the architects took a cue from an historic building across the street, formerly the home of Broadway High School in the early 1900s and now a well-established theater venue known as the Broadway Performance Hall. The rich quarried masonry provided a texture on that building's exterior beloved by the neighborhood. We selected a cast stone masonry product that emulated the Broadway Performance Hall building and provides a wonderful base to the building.
 - Separation of uses: Walgreens took a risk in agreeing to participate in the development of their first new mixed-use building. They required a clear separation of uses internally.

The architects laid out a sophisticated floor by floor design that kept pedestrian and parking entrances separated, located services such as trash rooms and utility areas appropriately, and planned for eventualities like sound transmission and shared walls between the spaces kept to the absolute minimum.

- Pedestrian amenities: Streetscape at this site was essential to its success at this prominent location. Capitol Hill Housing and its team planned for fully transparent commercial windows (often unusual for a national retailer), awnings to provide relief from rain for passersby, new street trees to “green” up the street and provide a shade canopy, and an unusual amenity – “leaning rails” – for the comfort of patrons waiting in line for tickets at the annual Seattle International Film Festival, which takes place next door at the historic Egyptian Theater.
- Broadway-themed tiling band and address plates: Further north on Broadway, the street enjoys a unified maroon, blue, and white tiling band that runs along the sidewalk outside commercial frontages. Each retail space has its address spelled out in tile at the front door. We hired a tile firm to do this specialty work along the commercial frontage of building in a further effort to mend the two sections of Broadway together.
- Fully-glazed residential entry: The very-prominent residential entry, close to the Egyptian Theater’s front door, is our brightest ever, with a double-height glass wall that wraps two sides, colorful carpet tiles and walls, a wonderful glass art piece created for and donated to the project by GGLO, the architecture firm, and a manager’s mezzanine that overlooks the entry area with an iron and glass railing further adding decoration to the space.
- Residential Courtyard: This amazing south-facing space has a stunning view of downtown Seattle. The landscaping divides the common outdoor area into three open to the air “rooms” for taking in the view, a children’s play area, and dining. In addition, a fifth floor terrace lifts residents up to the near-rooftop level where views of Mt. Rainier and downtown seem almost touchable. Furthermore, residents of apartments that face south and west enjoy their own private balconies that take in these amazing views.
- Art: We convinced Jack Mackie, the artist who “planted” the famous bronze Broadway Dance Steps in the sidewalks of Broadway in 1978, to do one final installation. His “Cha-Cha-Cha”

installation just outside of the Walgreens store entrance has passersby giggling and practicing their dance prowess every hour. Enterprise Community Investment and KeyBank, two key members of our financing team, contributed the funds to pay the costs of this art installation.

- Capitol Hill Housing was committed to making this building its most environmentally-friendly building ever – aspiring for LEED Silver certification, one of the first affordable housing developments in the nation to do so. A comprehensive list of “green” features, more than 50 in all, is included in this application’s supporting documents. A grant from Enterprise’s Green Communities program was key to this effort.

The unique design features of this development go further than ever before to accomplish a multitude of goals. This design clearly responds to community input from the earliest days, and provides a building to the neighborhood and homes for residents, that will be appreciated for generations.

FINANCING STRUCTURE

Broadway Crossing melded together more sources of financing than any before in CHH's 30-year history – a total of 15 financing sources. This complex financing structure offered maximum leverage for each of the diverse funders – public and private alike. It also offered each of the funders to show sponsorship of a project that met so many community goals. The project financing:

Source	Funder/Buyer	Amount
9% Low Income Housing Tax Credits	Enterprise Community Investment	\$5,643,000
Private debt, Construction	KeyBank	\$9,000,000
Private debt, Permanent	Washington Community Reinvestment Association	\$522,000
Local Housing Levy	Seattle Office of Housing	\$1,800,000
State Housing Funds	WA Dept. of Community, Trade, and Economic Development	\$1,750,000
Commercial Condominium Sale Proceeds	SE Grainger Development Group	\$3,700,000
Green Building Grant	Enterprise Community Partners	\$50,000
Energy-Efficiency Incentive Grant	Seattle City Light	\$25,000
LEED-Submission Incentive Grant	Seattle City Light	\$20,000
Local Housing Authority Funds	Seattle Housing Authority	\$548,465
Private Foundation Capital Grant for Transitional Units	Gates Foundation Sound Families Initiative	\$180,000
Private Foundation Services Grant for Transitional Units	Gates Foundation Sound Families Initiative	\$80,000
Sponsor/Developer Loan (Deferred Development Fee)	Capitol Hill Housing	\$150,000
Sponsor/Developer Equity Contribution	Capitol Hill Housing	\$20,000
Art Sponsorship	Enterprise Community Investments/KeyBank/Community Resident	\$13,000