

4724 California Avenue SW — FAQ

Where is this property?

The east side of California Avenue SW, at 4724 California Avenue SW between SW Alaska and SW Edmunds. It is best known as the former site of the PetCo store.



What is planned for this site?

The site will be rebuilt with a high-quality, mixed-use retail/apartment building. We have just begun contacting and meeting with neighborhood organizations (JuNO, WS Chamber, WS Junction Association), neighbors and other developers. We are committed to being transparent and engaging as the project takes shape.

What is going to be built there?

The plan is for mixed-use residential building with approximately 100 total units plus ground floor retail along the full front of California Ave SW. The property is zoned NC3P-85, which allows 85 feet in height. The current plan is to build 7 stories, with five floors of residential, one floor of live/work, and one floor of retail at the ground floor.

Are you going to provide parking?

Yes. Although zoning allows us to put in zero parking, we plan to provide residents with parking at a ratio of around 0.7 to 0.8 stalls per unit. The vehicle and service entrances will be from the alley.

What is there right now, in the old PetCo building?

Presently, Lead Mesh, a division of Sound Advertising Group, has a short-term lease on the commercial space (www.LeadMesh.com) and is displaying the very last Rock-afire Explosion "band" remaining in Puget Sound.



How can I get involved?

Call or email us! We hope to meet with all the local organized groups, and anyone else who expresses an interest. We want to know your thoughts and ideas about what would make this a great project for The Junction. We've been reaching out to the Chamber, West Seattle Junction Association, and JuNO. We have also already heard from several local retailers who may be interested in the moving into the retail frontage.

Our first walk-thru with interested individuals and groups was held on April 24th.

Who is the Team?

The site is under contract for development to The Wolff Company, a third-generation, family-owned multi-family development company founded in Spokane. The company is focused on providing thoughtful and inviting mixed-use developments in established neighborhoods where its projects can contribute to the long-term vitality of the community. This project will be led by company principal Peter Wolff, who studied and practiced architecture in Seattle for more than a decade before joining his three brothers and father in the family business. The Wolff Company intends to own this property for the long term.

To ensure the optimal local tone and character of the project, The Wolff Company has partnered with Urban Evolution, a Seattle firm specializing in smart urban growth for Seattle neighborhoods. Urban Evolution works as one with The Wolff Company on this and other projects in the region.

Award winning Seattle architect, Weber Thompson will head up the design work in close concert with the team. They are already incorporating input from the community and are committed to continuing to do so. Weber Thompson's past projects have helped define Seattle and we are confident they will help us deliver a project of which we can all be proud.

Over the life of the project there will also be a number of others working on this effort. We'll do our best to make sure you know who's who.

Stay in touch:

We have a website for the project, www.4724California.com, that will evolve and grow as the project does. We also have an associated email address, info@4724california.com. Consider it your source for all things 4724 California. We plan to capture emails from the website comments, publish information as the development takes shape, and will answer questions posted on the website.



In addition to the website, you can also call local project community liaison, Jeanne Muir, directly, at 206-819-5413 (cell) to arrange a meeting, ask a question, or express your opinion.