

URBAN RELATIONS

SECURITY PROPERTIES



Community and Public Relations for a Major Construction Project

Security Properties is a Seattle-based firm specializing in multi-family housing, owning more than 30,000 apartment units throughout the United States. Muir Public Relations has provided community and public relations for Security Properties' multi-use projects since 1999, including the highly successful Epicenter Building in Fremont and the current Ballard QFC redevelopment in Ballard.

Security Properties won COMMUNITY OF THE YEAR in 2004 from the National Association of Home Builders for the Epicenter Building, based in part on the effectiveness and inclusiveness of its community relations outreach.

How we did it:

The challenge was to develop community support for a six-story residential building with one floor of retail in a community famous both for its commitment to art and playfulness and its opposition to new buildings. The building would eliminate a key Fremont gathering point where two popular local entertainments had been staged for years: the Fremont Sunday Market and the Outdoor Cinema.

Muir PR created and managed a very successful community advisory council that included the owner of the Market and Cinema and representatives from the local Arts Council, Community Council, Chamber of Commerce and the community growth management council. The group met monthly with the owner and the architect to review designs and make decisions.

Muir PR brokered a series of community agreements that resulted in a very significant commitment to exterior art on the building and clauses in the residents' leases that recognize the uniqueness of Fremont and its many street-level events. This was the first major construction project in Fremont in ten years to successfully avoid litigation, allowing for a much swifter and conflict-free process for Security Properties.