

From: [Save Madison Valley](#)
To: [PRC](#)
Subject: Feedback on City People's Project 3020338
Date: Monday, July 11, 2016 4:59:18 PM

Please see comments below from Jane Nichols (janenic@earthlink.net)

Message: I find this proposed development to be a cynical, self-serving slap in the face to the Seattle Design Review Guidelines, to the Madison Valley neighborhood, and to the city of Seattle itself. Not to mention how pathetic a legacy this is to City People's, - a business dedicated to enhancing and preserving the natural bounty afforded us in the Pacific northwest. This project is out of scale, out of proportion, out of context with every existing structure in the area, and will effectively destroy the neighborhood at the bottom of the southeast facing slope.

This "monolithic presence" (p.5 Guidelines) with no consideration for "supporting and preserving open space and the character of the existing area" (p.5 Guidelines) and no attempt to "create compatibility with the existing context through scale and proportion" (p.7.Guidelines) can be justified only as a greedy initiative on the part of the Developers, and a short-sighted act on the part of the obviously uninspired Architect. It lacks any single redeeming aesthetic or community feature, and is a pathetic nod to the history and integrity of great urban design. It is as far from being "a good neighbor" (quote from the Architect at Bush School community meeting) as would be a heli-pad plunked into a next door backyard.

Hiding behind the cachet of the family-run natural foods chain, PCC, is a disingenuous and again cynical marketing strategy designed to detract our attention from the fact that the already congested Madison St corridor will now become impassable, and that sidewalks and abutting yards and green spaces will lose their privacy and character.

I cannot understand how this project has survived on the boards as long as it has, and as a resident of the neighborhood and of the city of Seattle, I urgently request that you do everything in your power to prevent this insult from gaining any further traction.

Respectfully
Jane Nichols