

**From:** [Save Madison Valley](#)  
**To:** [PRC](#)  
**Subject:** Feedback on Project 3020338  
**Date:** Monday, July 11, 2016 4:50:15 PM

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Please see comments below from Carol Poole ([carolp@speakeasy.net](mailto:carolp@speakeasy.net))

**Message:** Our neighborhood, Madison Valley is facing the development of a large multi-use building on an unusual triangular shaped lot just west of Mercer-Madison Woods and the P-Patch at 2925 East Madison. The development includes 75 market-rate level apartments, 26,000 feet of retail space, and 157 parking spaces (below ground on Madison but at a height of 20' on Dewey Place). Renters and shoppers' cars and delivery trucks will all enter and exit on Madison.

I have worked in Madison Valley for ten years, now, as a psychotherapist in private practice. Madison Valley is also known as "Shrink Alley" because there are so many therapists practicing here; we're drawn to this neighborhood because it is relatively quiet, and easily accessible by car and transit from various parts of the city and from the Eastside as well. However, East Madison Street, our arterial, is already at or beyond its capacity to handle car, bus and bicycle traffic. In the summer, especially, it can be difficult to get in and out of the neighborhood, with all the lake-bound traffic into Madison Park. Because of our neighborhood's topography, Madison Street is the only way in and out of Madison Park aside from bushwhacking one's way through residential streets not meant to bear so much traffic.

The proposed new development for a PCC and apartment complex in the site currently occupied by City People is massively out of scale with the rest of the neighborhood, and would greatly increase traffic at a point that has no way to absorb and adjust to the additions safely. We are a neighborhood that attracts a lot of bicyclists and pedestrians as well as cars and buses. I am concerned about the impacts this huge new complex--engulfing a hillside down into the valley below Madison Street--on the safety of people biking in and out of the Arboretum, and pedestrians as well.

When I look at the proposed design, I also wonder how it can be safe, or wise, to destroy the green belt on the hillside that helps stabilize the soil there.

To sum up: this project is out of scale with the neighborhood, and would impact traffic, neighborhood character, small businesses, pedestrian and bicyclist safety, and the greenbelt below Madison on the hillside.

Please consider the negative impacts to this neighborhood of such an oversized, out of scale development, and direct the developers do scale down their plans.

Thank you very much for your consideration.