

**From:** [Derek Williams](#)  
**To:** [PRC](#)  
**Cc:** [jeffwscott](#); [Lindy Wishard](#)  
**Subject:** 3020338, Development at 2925 E Madison St, Seattle, WA 98112  
**Date:** Wednesday, July 13, 2016 2:24:19 PM

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Dear Design Review Board,

I am a resident of Madison Valley.

Some of my neighbors (Jeff Scott and Lindy Wishard) have undoubtedly already written emails. I have talked with them and I completely agree with their thoughts on the project, so I won't repeat them.

Specifically, I agree with them that Option 2 is the best option.

I also think that it would be better to have all parking and loading traffic coming from E. Madison Street because Dewey Pl. is a small side street. I think it would become problematic to have a lot of parking traffic coming down that narrow lane that currently has cars parking on both sides of the street and would significantly increase traffic on what is now a quiet little neighborhood down there.

The project should try to use the mass of the building to obstruct noise coming from Madison St.

I think my neighbors' points on the practical use of a setback from the street for PCC to put out seating and produce is a definite plus.

One more practical suggestion: a light and crosswalk should be added to E. Madison St. at 29th to help manage traffic flow through that area. It isn't safe now to pull out of City People's or from 29th if you are turning left; a well placed semaphore could help manage the safety and practicality of getting in and out of those places.

Personally, I'm in favor of the project for the following reasons:

We need to have more housing in the city; it is inescapable; however, I would prefer to have more diversity in the type of housing planned for the site to allow some more affordable units and larger units for small families.

I would also love to have the PCC there since I currently have to drive a significant distance to get to another natural food store such as PCC or Whole Foods that is able to provide for all of my family's food needs. It would literally be a 5 minute walk from my house to the store, which would be awesome as I would not have to drive anymore to the store, a huge plus for me in terms of the walkability score of the neighborhood.

I would refute some of the detractors' request to have a smaller PCC; this actually make NO sense at all. PCC closed down their store in Leschi precisely because it was too small and wasn't able to compete because it couldn't stock enough for customers to go there for all of their needs.

I personally don't want to go to multiple stores to get everything when I go grocery shopping, and that is the consumer driven behavior that drove the PCC in Leschi out of business. A smaller PCC would end up being more like a convenience store, which is precisely the kind of storefront we don't need. I realize that makes the PCC a destination grocery store, but that is a positive also from a traffic point of view: people not having to drive as far to get their groceries reduces overall traffic and congestion and pollution.

I think adding a well sized PCC in that location would single-handedly boost the value of living in this neighborhood tremendously!

Thanks,  
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