

**From:** [Jason Barbacovi](#)  
**To:** [PRC](#)  
**Subject:** Feedback on Project 3020338  
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Hello.

I'm writing about Project 3020338 at 2925 E. Madison St. I live in the area (on 29th Ave E. / E. Thomas St.) and have a few concerns about it as proposed:

1. Scale. It's a huge building that's completely out of scale for the neighborhood. It's going to tower over everything and since it will be squeezed onto the side of a hill, it will never create an urban village type of feel--there's nowhere else to put anything. The surrounding area is also zoned entirely for single family housing, which makes it even more out of place. (Imagine putting a 6 story apartment building in the middle of Magnolia.)
2. Traffic. The retail parking entrance will be on Madison. While Madison is an arterial, it's only two lanes--it's also the only way in and out of Madison Park. In the mornings / evenings traffic already backs up or blocks. (On a typical morning / evening it is not unusual for traffic to back up for half a mile on Madison as people try to go to and from work. Someone trying to turn left into the parking lot (Madison has no turn lane) could back up traffic for a mile. This will inevitably force a ton of traffic onto side streets, which leads me to point 3 ...
3. Neighborhood impact. Resident parking is on a neighborhood side street. Because of street parking (it's an old neighborhood and many houses don't have driveways) most streets around the proposed entrance are effectively one lane, and most intersections are uncontrolled, which many people already treat as "just drive through without slowing down." Combine that with all the small children in the area, and you have a disaster in the making.

I am not anti-development, and I would love to be able to walk to the grocery store, but this is the wrong location for it.

Thanks,

Jason Barbacovi