

**From:** [Richard Winsler](#)  
**To:** [PRC](#)  
**Subject:** PCC development in Madison Valley  
**Date:** Tuesday, July 12, 2016 5:14:51 PM

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Dear Design Review Board,

I am a resident of Madison Valley.

Thank you for reviewing my comments below. I am in SUPPORT of this development because our community needs additional housing, and the anchor tenant, PPC Natural Market, will be a complementary addition to our neighborhood retail mix.

**BUILDING DESIGN OPTIONS:**

- I prefer Option 2 instead of the architect's preferred Option 3. The design of option 2 simply benefits more people.
- A courtyard or greater setbacks on the Madison side of the building—the pedestrian side—will create a more community-oriented street front. Imagine stopping in the sunlit courtyard in front of the grocery to talk with your neighbor or eat a salad purchased in the deli.
- Greater setbacks in front will allow PCC to better use the front for staging produce, plants, outdoor seating, etc. Maximizing sidewalk space in the front will create a better pedestrian experience and enhance our business district.
- I'm also in favor of greater terracing on the front of the building to allow more light to enter the sidewalk space between Madison Lofts and PCC, and to prevent Madison Street from feeling cavernous.

**PARKING:**

- I support having as much parking as possible for residents and retail customers. Lack of parking in our neighborhood is an ever-

growing challenge. Maximizing the parking garage will minimize overflow parking on the already-congested residential streets. The more parking stalls the better!

### **VEHICLE ENTRY and EXIT TO THE PARKING GARAGE:**

- The architect's preferred alternative places the entry and exit for resident vehicles on the back side of the building and the entrance to the parking garage for grocery store customers on Madison St. Splitting the entries is a good compromise, and seems to be a reasonable way to reduce congestion.

### **LOADING DOCK:**

The architect's preferred alternative has the loading dock entrance on Madison St, which concerns me. This means trucks will pull up to the side of the building and block a lane while backing into the loading dock. Putting the loading dock on the back of the building seems impractical given the narrow street and a burden to the residents behind the building. On the other hand, entry to a loading dock from Madison St is not in keeping with the pedestrian friendly environment we desire. I would like to see more consideration given to the placement and design of the loading dock.

### **FIT AND FINISH:**

I like the look of the building. I appreciate that the developer is willing to use more expensive materials such as brick and natural wood to blend into the streetscape.

Currently there are no large or plastic backlit signs in the Madison Valley business core. In an effort to preserve the charm of the neighborhood, adhering to modest and thoughtful signage and lighting is a priority.

### **MERCER STAIRS:**

**I think the stairway would be nice.**

**Thank you for considering my comments. We look forward to welcoming our new neighbors.**

**Sincerely,**

Richard Winsler  
29th Ave E/E Roy St