

From: [Paddy](#)
To: [PRC](#)
Subject: Permit #3020338, 2925 E Madison St Seattle 98112
Date: Wednesday, July 13, 2016 10:40:20 AM

Re: Permit #3020338, 2925 E Madison St Seattle 98112

Dear Magda Hogness,

As a resident of Madison Valley, I am writing to give feedback on the proposal for the development of 2925 / 2939 East Madison Street.

The height, bulk and scale of the building as proposed is grossly out of proportion with all the surrounding buildings both commercial and residential.

The architect and developer have completely ignored both the 20' to 30' change in elevation on the site and that it abuts directly onto single family homes on multiple side of the proposed development. Instead they have imposed a building that almost reaches an F-A-R of 100% which disrespects and overwhelms its neighbors.

The oversized building will obliterate a mature urban tree canopy and will cast shadows over the adjacent P-Patch and residents back-yards negatively impacting the neighborhood's "Livability" component as well as its "Sense of Place".

Many Madison Valley residents and children use the 30th Ave E and Dewey Place E corridors to connect to the P-Patch and Arboretum. The proposed development is heavily pro car usage with a destination retailer and excessive parking exacerbating the building's scale. This will draw more traffic onto these secondary residential streets given the residential garage entry proposed on Dewey Place E and endanger the safety of pedestrians in the area.

In addition the noise, air and light pollution of a two-story exposed parking garage would further disrupt the neighborhood's livability.

The site's unique features offered an opportunity for the developer and architect to truly incorporate elements of the natural aspects of the site and the character of neighborhood. Unfortunately they have instead chosen to go with the largest building they think they can get away with. It is an affront to the residents of Madison Valley as well as any thoughtful architect and developer.

The packet that the developer and architect have submitted appears to be sloppily put together with numerous obvious mistake in the text at one point referring to "Maple Valley" and misidentifying key buildings that they do highlight.

Overall the packet fails to be a good faith submittal in a number of ways:

- misrepresenting the neighborhood characteristics by cherry picking only those buildings on or close to the NCP2-40 zone they feel will support their outsized building
- selecting only unflattering photos of the Dewey Place taken in mid-winter.

- failing to give renderings of the building from street level and hence not allowing an accurate appraisal of its impact on the residential neighborhood
- it does not appear to contain the three designs that are different in any significant or meaningful way
- it is not clear that all of the proposed alternates are code compliant
- it does not address numerous requests and guidance from the city's pre-submittal conference minutes and memos from yourself with respect to the need for fully detailed designs of viable alternates or the other issues raised there-in.

The packet should be sent back to the architect for reworking before even considering the problems based on its egregious height, bulk and scale.

Regards

Paddy McDonald