

**From:** [melissa.chevalier](#)  
**To:** [PRC](#)  
**Subject:** Feedback on Project 3020338  
**Date:** Tuesday, July 12, 2016 11:16:52 PM

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*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.*

The object of this letter is to offer another perspective on the Madison Valley development project.

First off I would like to acknowledge the needs of city planners to get projects built quickly and affordably, the needs of developers to make money from effective development projects, and the needs of the clients, potential occupants and of the community in which this building effects.

While it seems that the right thing to do is to get out and protest this project as “a monstrosity” or as something that is “ruining the neighborhood” I feel that perhaps there is another option. Perhaps it is possible to build affordable mixed use spaces that meet the needs for the community, the city and the developers?

Perhaps the union of these many influences can bring about the very solutions for these kind of all too common development scenarios?

What if the communities and city planners had better communication when it comes to large development projects? Wouldn't this create a more balanced discussion?

What if developers worked with these communities to get feedback on the individual effect their development will have on the culture and growth of these neighborhoods?

What if city planners helped set the bar for innovative and symbiotic development? Wouldn't this create an even more beautiful, happier, healthier city?

What seems to me to be the problem here is a breakdown of communication. The community in Madison Valley are simply asking to be listened to. The developers obviously want to develop. What lies in the middle is a city being faced to meet the demands of one of the fastest growing cities in North America.

Perhaps WE can work together to create a building that meets all these needs? Change is inevitable of course, but can't WE do better than another cookie cutter mixed use space in a city that prides itself on its individuality, community and culture?

The people of Madison Valley want to be the change that collaborates with the City of Seattle and Velmeir to set new perimeters in design, innovation and community development.

Let's be the change, and not settle for what's been done before...

Please consider taking the time to listening to the neighbors of Madison Valley. Please share solutions of how we can work in collaboration to develop something that meets everyone's needs. And above all, thank you for taking the time to read this letter and taking action.

Sincerely,  
Melissa Chevalier

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