

From: [Nat Stratton Clarke](#)
To: [PRC](#)
Subject: Re: 3020338, Development at 2925 E Madison St, Seattle, WA 98112
Date: Tuesday, July 12, 2016 10:09:40 AM

Dear Design Review Board,

I am a merchant in Madison Valley. I own and operate Cafe Flora vegetarian restaurant at 2901 East Madison street, two doors down from the new development. I also live in the neighborhood.

Thank you for reviewing my comments below.

- **Traffic congestion** on Madison is my primary concern.

Traffic on Madison is awful, with the road backed up for miles and moving at a snails pace for hours both morning and afternoon. Option three, the preferred option, has trucks and grocery customers enter from Madison St., while residents enter on Dewey Pl. This option is a good compromise, at least diverting resident traffic to the back of the building.

However, Dewey Street will need to be updated to accommodate the influx of cars and the 4 way stop at Arthur and 29th will need to have at minimum stop signs put in to avoid anymore accidents. Also, will there be more crosswalks added as I am sure people are going to try and dart across Madison to get to this new development if one is not put in directly in front of it.

That said, I have concerns about the loading dock for trucks on Madison, instead of street loading as is now done with City People. This new proposed loading zone means trucks will pull up, stop traffic on Madison both ways while backing into the loading dock. The trucks will at the same time block cars trying to get into and out of the parking garage as they pull into and out of the loading dock. Because PCC does not use semi's this means more deliveries than are currently coming to the property.

The small size of the loading dock, will potentially require drivers multiple attempts to properly get into the loading zone. The mouth of the parking garage is of a similar size to the current lot but the amount of cars coming in and out of PCC compared to City People is much greater. The parking garage entry should be wide enough for vehicles to enter and exit safely while also ensuring pedestrian safety.

I would like these concerns studied more carefully.

Putting a tree right in front of the parking entrance looks like it will block visibility

for cars trying to turn into and out of the parking garage and impede pedestrian safety. Please make sure no trees or large shrubs are placed there.

- **Setback on Madison Street:**

The architect's preferred option has the most setback and terracing on the rear of the building. However, we would also like to see setback on the front, the pedestrian side, of the building. It would also allow for the PCC to use the front for staging produce, plants, etc., outside. Maximizing sidewalk space in the front or placing the courtyard in front will create a better pedestrian experience and enhance our business district.

- **Parking Stalls:** Lack of customer parking in our neighborhood is an ever-growing challenge. I support this development having as much parking as possible for its residents and retail customers. Maximizing the parking garage will minimize overflow parking into the already congested residential streets. The more parking stalls the better!

- **Fit and Finish:** The use of brick and natural colors will blend nicely with the existing streetscape. I appreciate the developer using higher quality exterior finishes.

- **Signage:** 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.

I think the stairs on Mercer would be a great addition to the neighborhood and connect the upper and lower parts of the neighborhood.

I look forward to welcoming our new neighbors and colleagues.

Sincerely,

Nat Stratton-Clarke

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