

From: [Mark McPherson](#)
To: [PRC](#); [Johnson, Rob](#); [O'Brien, Mike](#)
Subject: Public Comment on Project #3020338, 2925 E Madison St, Seattle
Date: Tuesday, July 05, 2016 7:17:44 PM

Dear City of Seattle Planning and Land Use Staff,

I have been a resident of Madison Park since 1985, and I writing to express grave concerns over the vastly out-of-scale project proposed for 2925 E. Madison St, #3020338.

I bought my first house in Madison Park in 1986, and my wife and I have raised 3 children there, all of whom attended the Seattle Public Schools. My wife and I have operated a business in Seattle that has payed many dollars in taxes and employed a number of City residents since 1999. I have owned and resided at 3901 E. McGilvra St in Madison Park since 2005, and owned and resided at 626 Hillside Dr. prior to that.

The project proposed for 2925 E. Madison is grossly out of scale for that location. It is difficult to believe that it could pass muster under any set of land use regulations that require design and scale that are even remotely consistent with the neighborhood in which it is sited. The mass of the building is enormous and dwarfs anything around it. The sheer vertical walls offer no relief to residents from the imposing, cold, flat, synthetic surfaces they will encounter. The façade and sides are not set back or all, or staggered, the light will be virtually shut out, and the open mouth of a garage will spew hundreds of cars every day into a relatively small street that is one of the few entry points to a residential area.

That section of Madison Street is already backed up for blocks in the morning and evening rush hours, partly because Madison Valley is essentially a chokepoint for traffic coming to and from Madison Park and downtown. It is inconceivable that anyone would propose a project of this scale at this chokepoint of traffic. One could hardly find a worse site for a commercial enterprise with 75 housing units that will create a massive back-up of traffic in both directions and a free-for-all of cars turning into and out of the proposed development.

Many projects in Seattle show respect for their site. They incorporate elements of the natural aspects of the site, or defer to the character of neighborhood. This project, to the contrary, seem to flaunt its contempt for the neighborhood. It is a "big box" store/development planted in a residential scale neighborhood.

And how can this project ever compensate for what would be lost? The many and varied storefronts of Madison Valley that lend a homey feel; these will sit in the shadow of the cold giant down the street. The green trees and slope that store carbon, provide bird and wildlife habitat, intercept and retain storm water, stabilize the slope, provide soothing verdancy and green in a city increasing consisting of impervious surfaces – all lost.

This “big box” development shows no design sensitivity to its neighborhood, and its impacts, like its design, will overwhelm this neighborhood.

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