

**From:** Save Madison Valley  
**To:** [PRC](#)  
**Subject:** Feedback on Project 3020338  
**Date:** Tuesday, October 25, 2016 10:43:26 AM

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Please see comments below from Carol Poole ([carolp@speakeasy.net](mailto:carolp@speakeasy.net))

Dear Magda Hogness,

I am writing in response to the EDG Proposal #2 posted on DCI's website 10/17/2016. None of the options shown in this proposal adequately respond to the requests and recommendations contained in the memo sent by you to Lucas Branham and Tony Fan on 10/5/2016.

I have maintained my psychotherapy practice in Madison Valley for over ten years. When I look at the drawings submitted with Proposal #2, I see many misleading features. One, Madison St. is shown as a four-lane arterial; in fact, two of those lanes are heavily used parking lanes. My patients rely on this parking, along with many others who visit therapists in our neighborhood--some call this strip of Madison "Shrink Alley" because so many psychotherapists practice here, because the neighborhood is quiet and centrally located.

My main concern about this development is that it is so out of scale with the neighborhood. The drawings misrepresent the neighborhood not only with respect to the actual width of Madison, but also in depicting the neighborhood on Dewey Place. In the illustrations the developer has provided the Design Review Board, Dewey Place resembles a light industrial development zone. In fact, it is a sweet, funky, historic residential neighborhood of small bungalows, in which the forested hillside this development would destroy is a major amenity. The proposed development replaces this hillside with a wall of concrete, screened by new plantings which appear improbably lush in the illustrations, but it is impossible to miss the real-life impact this huge wall would have on the quality of life for valley residents facing it.

I have no objection per se to development. But I am saddened and concerned to see a massive, out-of-scale development proposed for this neighborhood. Madison St. is a choke point for traffic already; it is the only functional access to Madison Park and other neighborhoods further northeast (that is, to bypass Madison requires elaborate bushwhacking through small residential streets). Traffic is already heavy at rush hour, enough so that patients of mine find it difficult to drive here and find parking. The developer's Proposal #2 doesn't address these concerns, but appears to minimize them.

I hope and trust that the Design Review Board continues to hold this developer accountable for meeting city standards and addressing neighborhood concerns. Thank you for hearing mine.