

Herbaugh, Melinda

From: Lindy Wishard <lindy@studioprima.com>
Sent: Tuesday, October 25, 2016 10:07 AM
To: PRC
Subject: Project #3020338, 2925 E Madison St.

Dear Magda Hogness and the Design Review Board,

The architect and developer have done an excellent job of responding to feedback from design review #1. City People's is moving out December 31st, and we will be dealing with a vacant space in the center of the neighborhood. Please approve the preferred design, because the revised design is very nice, and so the developer can move toward MUP.

Specific Feedback from EDG 1

Height, Bulk, Scale, Context and Topography:

The developer is only building 80% of the allowable sq. feet. This is a nice concession to the neighborhood. The building matches the height of the Madison Lofts directly across the street. The neighborhood will likely be up zoned from 40' to 55', making this building smaller than what will be built in the future.

A primary concern from the last review is the transition to the single-family zone. The additional setback along Dewey and larger more dense landscape does a nice job of easing the transition, not to mention the green screen wall is lovely and mimics the green of the hillside today.

Northeast Corner:

The reduced height and increased setback of this corner eliminates its perceived bulk. From the east it is a 3-story building. On the Dewey side, wrapping the wood siding to the back of the building will integrate nicely with the landscape.

Trees:

The architect could try to save the tree grove, but it would make for an much bulkier and uglier building. As part of the plan the developer will be replacing many trees on the site. The new trees will be a welcome addition to the neighborhood for generations to come.

Curb Cuts:

Traffic is one of the biggest concerns for business and residents. I believe the split parking garage entrances in the preferred design is the best option. This will allow grocery traffic to enter and exit on Madison, where the existing parking lot entrance to City People's is today. This keeps commercial traffic out of the neighborhood. Furthermore, locating the residential entrance on Dewey will help eliminate traffic congestion on Madison during rush hours, when people are coming and going from their homes most frequently. This solution is elegant compromise.

Thank you for your time and consideration of this project and the neighborhood.

Sincerely,

Lindy Wishard