

## **Herbaugh, Melinda**

---

**From:** Noel Cross <noel\_cross@hotmail.com>  
**Sent:** Tuesday, October 25, 2016 7:18 AM  
**To:** PRC  
**Subject:** 3020338, 2925 E Madison St.

Dear Design Review Board,

The developer made several changes to the back side of the building to accommodate the transition to the single family zone. I would like the board to approve the building design so the developer can move forward with the project. Following are some of the benefits I see.

### **BENEFITS**

#### **Greater setbacks from EDG #1**

- Developer and architect have heard the DRB and community and set back the façade an additional 5-10 feet along Dewey since EDG #1
- Building has a clear front and back – sensitivity to SF homes along Dewey is apparent, while front of building will create new inviting pedestrian space along Madison

#### **Considerably more tree/landscaping from EDG #1**

- The Developer also heard the DRB's comments that landscaping be as dense as possible
- In response, this design shows a greater variety of larger trees and overall lush landscaping

#### **Green screen wall and finish on Dewey side of building from EDG #1**

- The Developer has heard the community and DRB in their concerns about the back side of the parking structure, and has improved the design to include a green screen wall
- This creates a cohesive feel to the building, while simultaneously softening the back side for existing Dewey residents

#### **Outreach on this project is extensive**

- Developer is clearly demonstrating neighborliness with outreach program
- From the beginning, the team has been very open to feedback and meeting
- The Designer and Developer have met with project opponents on three separate occasions
- They have also met with the Community Council, the Merchants Association and the neighborhood P-Patch gardeners and P-Patch administrators at the city
- The Developer organized a joint community meeting with the community council to show early design concepts and answer questions and address concerns; more than 200 attended

#### **Much-needed housing**

- Madison Valley is a wonderful neighborhood and many people want to live there, but perhaps not in a SF home

- 75 units of housing – much of it multiple bedroom – will help meet this demand and allow us to welcome more neighbors to our community

**Wonderful to have a local cooperative grocer in the neighborhood**

- Many of us in the community are extremely excited to welcome a local cooperative grocer like PCC and have long envisioned a grocery store as key to our business district
- It's telling that the Developer has worked to bring PCC into the fold so early in the development process, ensuring a high-quality product for this area
- I can't wait to shop at a local grocer instead of driving to the Central District, Capitol Hill, or Madison Park

**Safe, appropriately lighted pedestrian right of way on front and back side**

- The improvements the development will make to both the front and back of the building will widen sidewalks and improve pedestrian safety by creating quality places for people to walk
- Pedestrian-scale lighting will invite neighbors to and from the P-Patch as well as guide them along our wonderful business district

**Strong, long term local neighbor for the business district**

- Many of us have desired a grocery store in this neighborhood for years
- PCC will be a draw that benefits our other fantastic business by producing a spillover effect and encouraging shopping and strolling along Madison
- 75 new apartments will result in more customers for all of our Madison Valley businesses
- An additional small commercial space will be available for lease to a small business owner

**Delay on the project only means the land sits empty for longer**

- City People's is moving out at the end of the year
- A vacant space in the middle of our business district could be an eyesore and attract nefarious activity
- It's time to move forward on this project

**Revised Front and Back**



Thanks,  
Noel Cross