

From: Kevin Murphy
To: [PRC](#)
Subject: Project #3020338 – Magda Hogness
Date: Monday, May 22, 2017 3:25:48 PM

I'm writing to inform you of my strong opposition to the proposed project from Velmier at 2925 E MADISON ST.

This project is dangerously over-sized for the location, threatens the safety of the families in the neighborhood, and undermines the livability of the neighborhood. In addition, despite three rounds of Design Review; the developer has refused to make any significant reductions in the size of the development. This is an insult to those on the design review board, the review process, and the surrounding neighbors.

Just a few examples of why this project is bad for the neighborhood and the surrounding areas:

- **Traffic & Safety:** This project will bring thousands of cars to an already heavily congested corridor. The traffic study paid for by the developer is critically flawed and indication of the recklessness of the developer in trying to push this project forward. This project will create bottleneck on Madison Street, force cars onto residential streets for cut-throughs & the residential entrance, and disrupt the experience for pedestrians, bicyclist, and children. This part of the city just does not have the room to accommodate the traffic that this development will attract. My children bike on the side walk in front of City People's every day & they cross Dewey & Republican on the way to their bus. Their lives are at stake with this project and I ask you to prioritize their safety over the developer's profits.
- **Trees:** This project will completely destroy a valuable in-city greenbelt that is home to wildlife and provides a natural barrier for the neighborhood. Allowing this project to remove this greenspace sends a terrible message about the City's priorities and does not align with City's stance on Climate Change.
- **Building Size:** This project would place a 6 story building in the middle of a residential neighborhood. The design of the building does not take in account the existing slope and would significantly decrease the daylight for the surrounding neighborhood. After rounds of review and feedback from the community & the design review board that the building was too large; the developer made the building even BIGGER. This is an example of greed at its worst and it's the board's responsibility to protect the people of Seattle from tactics like this.

The very existence of the Madison Valley neighborhood is in your hands. The development in this location is incompatible with everything that makes Seattle & Madison Valley a great place to live.

Allowing this to move forward would set a dangerous precedent for the City of Seattle. I beg of you to force the developer to scale down this project once and for all.

Kevin Murphy
14 Year Resident of Madison Valley & father of two children