



NORTH OF MONTANA ASSOCIATION
A CALIFORNIA NON-PROFIT PUBLIC BENEFIT CORPORATION

TO: Lamont Ewell
Eileen Fogarty
Regina Szilak

FR: NOMA

DA: June 13, 2007

RE: **Determining the true traffic impacts of the proposed development at 17th/Montana**

Thank you for soliciting our thoughts regarding the upcoming traffic survey to be completed for the 17th and Montana adult day care facility and condominium project.

We are very concerned about whether this project is suitable for its location, given the current amount of vehicle and pedestrian traffic. As you probably know, Montana Avenue is heavily trafficked. In addition to the Montana Branch Library and Franklin School, Montana is a vibrant and well-used retail venue, filled with restaurants, coffee shops, boutique stores, pharmacies, shoe repair, banks, a movie theatre, and grocery stores. Because of all that the street has to offer, residents and visitors create wall-to-wall cars and foot traffic during the day and evening. Further, 17th Street is a thoroughfare from the southern part of the city to the northern part, up to San Vicente.

We strongly feel that **this project, as designed, will create serious, in-and-out traffic, congestion and safety problems throughout the day.** The project's plans call for unloading and loading to occur on Montana, in an area which is not set up to handle this type of traffic. In addition, parking is sited in a location that is not big enough to handle it.

Therefore, **we request that any traffic count performed, should be comprehensive; should count and calibrate the traffic not just on Montana Ave. and 17th St., but on all of the adjacent neighboring streets, including**

the Franklin School area; and should count traffic during the entire day up until at least 9 p.m.

The adjacent street traffic patterns are especially important because the project traffic could generate negative spillover/bypass traffic attempting to get around the Montana/17th Street congestion.

Additionally, **we do not believe that the LOS method of analyzing traffic yields useful, accurate results. Our own city is on record indicating that this approach is outmoded and unhelpful.** Averaging traffic going in both or all directions to yield an overall score does not give a true picture either of the congestion problems, or information sufficient for our elected officials to determine whether there are real mitigations, which would favor approving the project.

We urge you to count the traffic in a much more comprehensive and accurate way for this project, analyzing traffic as it actually flows in every direction, street by street in the entire surrounding area.

In addition, **we urge the City to conduct a thorough environmental impact report** to determine the consequences of this development on our families, neighborhood, business-retail district, environment, and schools.