

From: mareines@charter.net [mailto:mareines@charter.net]
Sent: Wednesday, January 18, 2012 9:14 PM
To: Martin, Al
Cc: Cnare, Lauren
Subject: Roundys store in Grandview Commons on the far Eastside of Madison

Good Evening,

I was not able to make the meetings regarding the plans for Urban Design Committee to review the Roundy's proposal for a big box 58,000K sq grocery on the Doric Lodge site in the front of Grandview Commons. I was very disappointed that my alder person Lauren Cnare sent a letter that does not truly reflect the feelings our community has expressed in it's fullest. I did not realize the meeting was today with the Urban Design Committee until just now and wish I could have made it to share reasons for not supporting this proposal. I am not in support of this proposal because of several reasons:

First, Sentry is located to the west within 2 miles of this location. While it is a little store, it provides the same service with good sales and discounts. It is also on the bus route, so customers have a way to get to and from their store other than car. Sentry supports charities and other local far east side functions. If this large Roundy's store opens it will devastate Sentry on Cottage Grove Road and Acewood. It has the potential to close the store and many of the residents around it (elderly and apartment residents) will not have easy access to a small store they can get around easily. Sentry has always been good to their customers that way. I know Sentry has an old look and could use a face lift, but the whole strip mall could be at that location.

Second, if you travel 2.5 miles to the east of the proposed location, there is a CVS and Piggly Wiggly in downtown Cottage Grove. This store would also take away business from them and would hurt the Cottage Grove economy.

Third, Woodman's is just a couple more miles away on Milwaukee Street and Woodman's is building a second location straight to the north on County C/ Reiner Road by 5 miles.

Fourth, Roundy's just closed their Pick and Save in Sun Prairie by Wal-Mart because of their Cops' store located just 1 mile north of the future Woodman's sight.

Lastly, HyVee is a few miles away and Cub Food just closed off of Hwy 30 leaving a huge vacancy.

Honestly, how many grocery stores do we need? Cub Foods could not handle all the competition on the east side of Madison. Also, this store is not going to benefit those who would travel by bus. Everyone back in this area already has to drive to go to the grocery store and being in the neighborhood is not going to change that. If they want to go to a Cops there are 3 in a 10 mile radius (Monona Drive and Broadway, Aberg Avenue and Reiner Road). Also, why not support the businesses that are already there??? I don't want to see other businesses devastated due to Roundy's greed, especially when they are not a financially sound company.

Some other arguments that I agree with and I am sure you have heard about include:

Size of building in excess of neighborhood plan, City Comp Plan, Sprecher neighborhood plan, violates City of Madison Big-Box ordinance (40K sq).

Grade change from back of store to backyards on Kilpatrick is 14 feet. When you add the stores height 20-24 feet, this store will TOWER over nearby homes.(up to 34 ft above them) Veridian never shows any drawings of what their proposal looks like from the back, but this is a serious concern. There is some beautiful views and this should not be obstructed.

HVAC ventilation units on rooftop of store will be even higher and generate high levels of humming noises disturbing adjacent residents.

Loading dock backs up to backyards of single family homes. Semi-trucks will bring noise, fumes and disruption to these residents. Semi's do not belong in residential neighborhoods.

While I do not know the results of tonights meeting, I hope you and the city take the time to recognize these issues before making a final decision. I know many residents are for economic development and new jobs, but not in this manner. Folks want friendly quiet neighborhood stores. A Co-op would be a better fit, similar to Willy Street. I could see a bakery at this location or a sub shop. We don't want a large supermarket or constant traffic that congests a neighborhood that is not developed for this purpose.

Thank you for your time,

Mary Reines
Eastside Sprecher Neighborhood