

**From:** Greg Cieslewicz [mailto:greg.cies@gmail.com]  
**Sent:** Thursday, February 09, 2012 9:30 PM  
**To:** Martin, Al; Fruhling, William  
**Subject:** Opposition to Veridian-Copps development at Grandview

Feb. 9, 2012

Dear Urban Design Committee Members:

I am writing to oppose the proposed 58,000 square foot grocery store for Grandview Commons. Also, based on the requested zoning change, there is no guarantee that the store would be limited to 58,000 square feet, as the zoning request is for up to 63,000 square feet.

Like many of the Urban Design committee members, I would like to see a successful town center at Grandview. However, the Veridian/Copps proposal is completely out of scale and ill-placed. This proposal would NOT make for a successful town center; rather, this proposal would degrade the quality of life for many in the surrounding neighborhoods and destroy the value of zoning regulations in our city. And as several members said at the Jan. 18 Urban Design meeting, size and scale are certainly part of design.

As a homeowner less than 200 feet from the proposed development, I have followed with great interest the proposal over the last 2 years. And though Veridian and Copps have made some modifications and small improvements to the original plan, there is no escaping the fact that this store and adjacent parking lot is too large and out of place for the area in which they are proposed. There have been a variety of factors for the lack of retail development in this space over the last 10 years – largely an incomplete neighborhood and a poor economy -- but not having a large enough retail space is NOT the overriding factor.

As proposed, this plan would blow up the neighborhood plan, that allows for a maximum 25,000 square foot store. And while I don't object to a reasonable compromise in increasing that size, I don't believe

a 131% increase over the allowable size is reasonable under anyone's definition of reasonable.

Please don't let a soft economy and a persistent yet uncompromising developer sway you into making a decision that will hurt one of Madison's potentially great neighborhoods.

Sincerely,

Greg Cieslewicz  
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