

**From:** Jill Schaefer [mailto:jcschaef@hotmail.com]  
**Sent:** Wednesday, January 18, 2012 4:53 PM  
**To:** Martin, Al  
**Cc:** Soglin, Paul  
**Subject:** Please OPPOSE the proposed 58K sq. foot grocery for Grandview Commons

Dear Urban Design Committee Members:

We are writing to urge you to **OPPOSE** the proposed 58K square foot grocery for Grandview Commons. The large scale and placement of a **regional grocery** are completely inappropriate for the Grandview **residential neighborhood** and those neighborhoods that immediately surround it. Please share this email with the committee, and keep the following in mind as you make your deliberations:

1. There has been **NO COMPROMISE** on the part of the developers and designers to reduce the scale of the store or change its placement to the more appropriate, walkable spot, at the far West edge of the property, directly across from The Great Dane Restaurant. If they've tried "one hundred" different ways, as Brian Munson says, to put this grocery in another location other than directly behind the homes of Grandview residents, let's see those designs for the sake of comparison and compromise with the residents who will have to live with this decision every day. Roundy's says that a smaller store isn't "economically viable" for them. Fine. Let's wait until it IS economically viable for another grocer AND adheres to the neighborhood plan, City Comp Plan, Sprecher neighborhood plan, and the City of Madison Big-Box ordinance.

2. When we purchased our home in Grandview just 2 years ago (January 2010), our Veridian salesman and other Veridian staff "sold" us on the assurance that a 25K square foot grocery would be built, along with a public library branch, and other small businesses. This was a huge factor for us and many of our neighbors to purchase homes here. Residents are asked to agree to certain design covenants and promises when they move into Grandview to preserve the quality and character of our New Urbanist neighborhood. Veridian should be held to the same standards in fulfilling their commitments and assurances for the design of Grandview Commons.

3. Please ignore the notion that there is equal support by residents for and against this proposal. Hearsay and speculation are nifty creative devices, but they're not based on real data. When you look at the actual data--for example, the letters written by citizens in support of and in opposition to this grocery--you will see that the opposition far outweighs any support (and that the support sometimes comes from Veridian employees and their spouses -- a huge conflict of interest!)

[http://cityofmadison.com/planning/grandview\\_comments.html](http://cityofmadison.com/planning/grandview_comments.html)

We don't have the thousands of dollars to spend lobbying against this proposal that the developer and retailer have spent in support of it, but we as citizens have a voice, and that voice clearly and loudly says NO to this proposal.

Please do not dismiss Grandview Commons as simply a suburb on the Far East Side that must be saddled with Big Box stores, chain restaurants, and strip malls because that's what you're "supposed" to do with a suburb. That's an antiquated notion for a forward-thinking city like

Madison. Grandview may be on the far edge of town, but it's is a vibrant, active, personable part of this city that could be the Monroe Street neighborhood of tomorrow if a thoughtful design plan and the best interests of its residents are protected today.

Many thanks for your time and consideration.

William & Jill Schaefer  
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