

## **Frequently Asked Questions:**

### ***Are Trucks & Semi Trailers going to use the Neighborhood Streets?***

When we first started the conversation with the neighborhood and Copps, the plan was for an access street to connect along the back of the store from Cottage Grove Road north to Kilpatrick.

However, after hearing concerns about truck traffic going through the neighborhood we have eliminated that street and isolated truck traffic to Cottage Grove Road. Even though they normally do not want trucks moving through the front parking lot, Copps has agreed to the changes and will have trucks enter and exit the site directly to Cottage Grove Road only. Trucks don't have a connection to the neighborhood to the north and will be prohibited from using neighborhood streets.

### ***What about increased traffic on the neighborhood streets? Won't a bigger store cause more traffic than the streets are designed to handle?***

The current zoning allows for 150,000 square feet of retail uses and the streets in and around Grandview Commons are designed to handle this amount of commercial space. Remember, even though the Copps store will be bigger than originally planned, the total commercial square footage for Grandview is not increasing.

### ***We don't want a bigger store. What about other users for the site?***

We have worked very hard over the past 12 years to find retailers to locate to Grandview including contacting over 130 potential tenants. Unfortunately, the simple fact is that there just isn't enough density of housing in the area for smaller retailers to survive on their own. We have also consulted with nationally known experts who have confirmed that the only way to develop a commercially viable district is by having a strong anchor user like a grocery store. Without an anchor user, the Grandview Town Center will not become a reality.

### ***How much additional commercial space is being proposed?***

The proposal is carefully design so that it does not increase the square footage of retail in the Mixed Use District. We are approved for 150,000 square feet and we are proposing to stay within or under that approval.

### ***The current plan says 25,000 square foot maximum size grocery store, why are you proposing a 58,000 square foot store?***

The simple answer is that 58,000 square feet is the smallest grocery that Copps feels can be successful at Grandview. They would prefer 65,000 to 70,000 square feet, but they have decreased the size to the bare minimum they feel is necessary to provide a thriving store. In today's market, Grocery stores have had to shift their business model towards offering a larger diversity of products for a similar user base. Today's grocery strives to offer greater selections at lower prices, all while maintaining a razor thin margin in the face of stiff competition from mega box (90,000-200,000 and up) grocery retailers. Yesterday's choices of Coke or Pepsi in two different sizes has grown to over 1,000 square feet of soda alone; a trend that can be seen throughout the store in greater diversity from produce to bulk items. While there are limited groceries available within two miles (and none within a mile) this site will have to compete on price and selection to serve the surrounding neighborhood's needs.

### ***Once the Neighborhood and Comprehensive Plans are changed, how do we know that they'll build the planned grocery store versus a less desirable big box?***

Once the Neighborhood and Comprehensive Plans are changed, the approval process for the project is not over. The developer and Roundy's will still have to obtain approval of a Specific Implementation Plan (SIP) which will require the plan adhere to the development guidelines of the Grandview Commons General Development Plan. The Specific Implementation Plan will give specific details on the site plan, landscape plan, architecture, signage, and will clearly define the

proposed user. It then needs to be approved by the Urban Design Committee, the Plan Commission and the City Council.

***Why Doesn't Veridian just find a 25,000 square foot Grocery, like Trader Joe's?***

Veridian would be very happy to have a smaller grocery at Grandview. Unfortunately, the site simply does not fit the demographics that these smaller markets require. Because of this, Veridian has been unsuccessful in getting smaller grocers interested in Grandview despite contacting over 130 potential users. And while it might be an attractive idea to some to hold out for a smaller grocer, that approach has been tried now for over a decade. And even if a smaller grocer were interested, all the data suggests that in today's market they would ultimately fail at that location. The competition in the area from other mega box stores places greater pressure on making the store economically viable and a smaller store would not be able to compete on product diversity or price without outside economic assistance. And it's important to note that **no TIF dollars are requested for the Grandview Commons Town Center.**

***We're still worried about truck traffic through the neighborhood. What other restrictions on trucks are being proposed?***

The truck traffic will be restricted to enter and leave on Cottage Grove Road and will not be allowed on the neighborhood streets. Delivery times, noise standards, circulation, and idling will also be further restricted as part of the General Development Plan. Also, the size of the grocery store will create some much needed storage space that enables larger but less frequent deliveries. And the plans deliberately build off the placement of the town center along Cottage Grove Road, a major east west arterial and county highway, as well as appropriately scaled street connections throughout the neighborhood. This placement allows for the incorporation of the access and routing necessary to serve the commercial uses without routing trucks through the neighborhood.

***Will the final design be more dangerous for bikers and pedestrians?***

Grandview Commons was designed as a walkable and bikeable community, and the town center will continue that commitment. In fact, the proposal includes adding some additional bike paths and pedestrian connections in the area. Remember, even though we're adding some land to the commercial district, we're not increasing the previously planned amount of commercial business space. So, we have more room to make bike and pedestrian connections effective and safe.

***What about parking?***

Parking within the proposed town center will focus on creating sufficient parking for the use without creating a surplus. The entire district will use shared parking, allowing the number of stalls built to match the number of stalls that would have been needed under the original concept. Copps has also agreed to reduce their typical parking requirement of 5 stalls per 1,000 square feet of store to 3 stalls per 1,000 square feet, a 40% reduction. This compromise was made possible by extensive use of cross parking easements in keeping with the smart land use goals of Grandview Commons.

***Will extra lights impact surrounding properties?***

All lighting on the site will continue Veridian's and the City of Madison's commitment to dark sky compliant lighting and will meet or exceed all of the applicable standards.

***How much longer will Veridian be actively selling homes at Grandview? How does this grocery fit into their vision for the neighborhood?***

Grandview Commons has been one of the flagship New Urbanist communities in Madison and Veridian's continued dedication to the vision and goals of creating a walkable and vibrant community is evident in its continued success. Veridian is the largest property owner in Grandview Commons. At present, Veridian estimates that they will be building and selling homes in Grandview for the next ten years. Obviously, Veridian would not be endorsing this plan if they thought it would hurt sales or property values in the area. In fact, recent trends locally and nationally say just the opposite. Implementing the town center as the community hub will only increase the sense of

community and vibrancy within the neighborhood. That's why a town center was included in the first place. The town center is not only fitting for Grandview, it's a vital piece in fulfilling the vision. But it begins with the incorporation of an economically viable anchor use to spur the balance of the town center.

***Veridian will make a lot of money on the grocery deal. Is that why they're pushing this plan?***

Actually, this proposal is not a big money maker for Veridian. In fact, after all of the required site improvements, the grocery is at best a break-even proposition for them. As the largest property owner in the neighborhood however, Veridian does have a vested interest in continuing the creation of a vibrant and desirable neighborhood. So, the real value of this proposal to Veridian is to increase the quality of the neighborhood by creating the long sought after walkable town center.

***Now that the Great Dane is here, do we still need an anchor?***

The Great Dane is an excellent addition to the neighborhood, but is not sufficient by itself to spark the town center. While restaurants are wonderful neighborhood uses they do not in themselves attract other commercial users.

***Will a larger store have a larger negative impact on the neighborhood?***

The design, placement, architecture, and operation of the grocery store will have a greater impact on the neighborhood than the size. Our goal is to continue the careful design present in the neighborhood so as to make the full town center an integral part of the neighborhood without causing disruptions.

***Do most people in the neighborhood oppose a larger store?***

Despite what you may have heard, there is not a consensus position in the neighborhood. Some are for, some are against, but most simply don't have enough information to make an informed decision. The goal of undertaking this process is to help inform and develop consensus for creating a vibrant and economically viable town center. We're never going to make everyone happy, but we hope that we collectively make the best decision for the future of the area.

***Can the streets support a larger grocer?***

The design of the project has always anticipated a town center that would be placed along Cottage Grove Road for regional access, with local access supplied through North Star and Sharpsburg Road. All of these facilities have been designed and sized for 150,000 square feet of commercial uses. The proposed amendments will be at or below this square footage. No net increase in commercial square footage is proposed.

***What would happen to the site if an anchor user isn't approved? When would that happen?***

The land has sat vacant now for over a decade. It simply cannot continue to remain empty, especially in light of today's economy. If the anchor grocer plan is not approved, alternative uses such as a greater amount of residential multi-family housing will have to be considered in the near future.

***If this plan isn't approved, what happens to plans for the Library at Grandview?***

The plan calls for Copps to supply the parking and much of the infrastructure for the Library. This follows on the successful Sequoia Commons Model on Madison's near west side. In addition to the parking, the grocery store and town center will also provide the synergy which directly supports the Library. Without the development of the town center, the Library will face additional near term and long term costs, impacting the timeline and budgeting for the Library.

***Why not build the 40,000 square foot Middleton Hills Copps?***

Regardless of what each person thinks of the current proposal, we can all agree that it's vitally important to do everything possible to make sure that any grocery in Grandview is viable and sustainable. The grocery experts at Copps have identified 57,000 square feet as being the smallest they feel could be successful at Grandview. And actually, the building being proposed is not that much larger than the building at Middleton Hills. The Copps at Middleton Hills is 44,000 square feet within the main store, 4,000 square feet in the loading/storage area, and 6,000 square feet of additional attached retail/office for a grand total of 54,000 square feet. So really, the building size is nearly the same as what is being proposed for Grandview. The difference is that instead of including other office and retail space in the building, the entire building would be used to provide Copps the room they need to ensure that they are able to meet the demands of the market. Roundy's has been very cooperative in making compromises to the plan where they can, but further reductions in the building size would, in their judgment, jeopardize the viability of the store.

***Copps is up for sale, are they viable?***

Copps is currently owned by an investment firm who has previously looked to sell the stores, not due to lack of viability, but rather as an attempt to realize gains on their investments. This has nothing to do with the day to day operations of the company. Copps has opened six stores this year and has many more in the pipeline. The average size of the stores opened this year is close to 70,000 square feet. Copps operations are very strong and the future continues to look very bright.

***Why not just build the currently allowed multi-family residential?***

The site is currently approved for up to an additional 197 residential multi-family units (excluding the units already constructed within the town center district). And it's true that Specific Implementation Plans could be submitted for the construction of these units without any modification to the Neighborhood Plan, Comprehensive Plan, or General Development Plan. But while building rental units would be easier and more profitable in the short run, it would permanently remove the possibility for commercial within the town center and could have negative impacts on the Library Site. The long term health of the neighborhood and surrounding area needs accessible commercial uses which can only be accommodated if the town center is preserved as an economically viable mixed use destination.

***Won't Copps' non-compete clauses eliminate neighborhood serving retail?***

There are some uses that we have agreed to limit, but not many. Other major food markets and pharmacies would not be allowed, but that's basically it. Copps has agreed to limit the non-compete clauses to reflect the desire for additional neighborhood serving retail as part of the town center. There will be no limits on other uses such as restaurants, floral, liquor, ice cream, bagels, coffee shops, banking and other smaller retail users..

***Won't Trucks be idling all night long waiting for un-loading?***

The General Development Plan will contain specific limitations on idling in excess of the current City Standard and restrict the ability for trucks to idle for more than 5-15 minutes. Strict guidelines for how trucks will be scheduled for delivery during the day will also be included.