

To: Grant Foster, District 15 Alder  
Members, Urban Design Commission  
Madison Plan Commission

From: Eastmorland Community Association

Date: October 18, 2020

**RE: 3900 Monona Dr. and 109 & 209 Cottage Grove Road**

We write to you today in solidarity with the Lake Edge neighborhood, and in opposition to the development, as it is presently proposed, by Krupp Construction at the above addresses. Cottage Grove Road is the southern border of the Eastmorland neighborhood, so the development of this area directly affects our residents in addition to our neighbors in Lake Edge.

In October, 2017 the City adopted the Cottage Grove Road Activity Center Plan. The Plan was the product of one year of neighborhood meetings, informational sessions organized by Planning Department staff and a market analysis study. The Plan included numerous recommendations detailed by the staff of the Planning Department relative to future site development. The Plan focused on the two corners intersecting at Cottage Grove Road and Atwood Ave (Monona Drive). Goals for transportation, placemaking, and land use are relevant to the proposal put forward by Krupp, and in our view, are not being adequately applied to this new proposal.

Residents of our neighborhood echo the concerns of our near neighbors in the Lake Edge Neighborhood that the proposed development by Krupp is not in alignment with many of these goals. Our shared concerns largely center around the loss of affordable retail space for a diversity of local businesses. We have been fortunate to have vibrancy and entrepreneurship exhibited by *Java Cat, Ace Hardware, Diane's Draperies, Ben Franklin, the Lake Edge Seafood Co.*, and many more.

The shared values of locally sourced food and retail have defined our neighborhood and led to the emergence of family owned businesses like *Slow Roll Cycles and Tabby and Jack's*. However, in recent years, increasing rents have made the continuation of this vibrancy challenging for the small businesses we value. As planned, the Krupp development would exacerbate this issue, leading to further loss of smaller and lower-rent existing spaces which are necessary for the introduction and sustained success of smaller locally owned enterprises.

While our main concern is the ***lack of affordable retail space and limited availability*** of retail space within the proposed development, we also echo concerns regarding a lack of affordable units in the residential sector of the proposed development. While additional housing units are necessary to keep up with Madison's growth, we must not lose sight of the diversity of housing demands and the needs of our community for a range of affordable options. As currently drafted, this proposal does not meet this need.

We believe that a loss of affordable, locally owned retail and business space that would result from this proposal poses a big loss to the financial vibrancy and diversity of experiences afforded to our communities by the presence of local businesses. We encourage the Council and Commission to incorporate these concerns and either reject or heavily edit Krupp's proposed plans to protect affordable business spaces and promote community.

-The Eastmorland Community Association