

Hi,

I am writing this email to re-iterate our family's continued concerns with the proposed big box grocery store development in our neighborhood. I do ask that my comments be shared with the Plan Commission for Monday's meeting.

It has been brought to my attention, by Alder Cnare, that the developers want proceed by utilizing a "charrette" which will include approximately 10 residents from the Grandview Commons and surrounding neighborhoods. This seems to be a way for the developers to quiet the collective voices of the residents. As you may recall from the April Plan Commission meeting, this big box (size and location) was met with great opposition from local residents, because it goes against the grain of why many of us moved to this neighborhood. The Plan Commission did an outstanding job of listening to those concerns, adding to them and advised the developers that they needed to re-look at their proposed development. We have not yet seen what changes the developers have made (if any), but comments in Alder Cnare's most recent email "Participants should not expect to make changes to the base parameters that will come with this proposal. I understand that these include placement the location and likely, a store in the 60,000 square foot range." lead me to believe they have not listened or changed what matters.

More recently it has been brought to my attention, surprisingly by a resident and not our Alder, that there will be discussions at Monday's Plan Commission Meeting regarding **amendments to change the comprehensive plan that would accommodate big box retail in our neighborhood. We are not in favor of such a change.** If Roundy's wants to build a big box grocery store in the area, the Plan Commission should be redirecting them to the appropriately zoned area at Sprecher and Milwaukee. The area north of Cottage Grove Rd (Doric Lodge area) should be left as future residential as the neighborhood map had it listed when we purchased our home here in 2006.

Below are a few points I'd like to re-iterate our concerns:

1) As a current owner of a property in close proximity to the proposed site (approximately 200ft), **we will experience decreased quality of life** throughout the development of this proposed very large commercial development.

a) We will be subjected to **truck noise and pollution** from the delivery semis and plowing of snow at all hours of the night.

b) We will be exposed to drastically increased non-neighborhood traffic on Sharpsburg Dr as shoppers cut through the neighborhood to avoid the inevitable traffic congestion on Cottage Grove. This is a **huge safety concern**. The developers said their main shopping hours are in the AM hours when people are on their way to work and then again in the afternoon/evening when people are on their way home. Coincidentally, these are the times the kids are going to the bus stop or playing at the pocket park on Sharpsburg and the park on North Star. These are the hours we (and A LOT of our neighbors, as it's a very active neighborhood) are out taking walks, jogging bike riding and walking dogs. Sounds picturesque doesn't it? Well, it is and that is why when we drove into the neighborhood and saw a mom with her kids and dog playing in the pocket park on Sharpsburg, we decided to make this our "forever house". We now live across the street from that park and now we are the ones with the kids and dog at the park. My kids tell us they LOVE the neighborhood and plan to live in the neighborhood when they grow up. That's awesome! (although they are only 5 and 8 and who know what the future holds for them, but the thought and emotion for the neighborhood as home is there for them). As the Grandview Commons neighborhood develops and joins the North Lawn neighborhood to the north on Milwaukee Ave, there will be a drastically increased amount of short-cut traffic through our streets to get to the grocery store. These streets are narrow enough (especially in winter) that they cannot safely handle the increased traffic. The idea of traffic controls (such as the table top on Sharpsburg) are good in theory to slow traffic, but as I see first hand, they double as an exciting jump for the reckless drivers taking a short cut from Sprecher to Cottage Grove. The park is designed to be played in and that is what kids do. Unfortunately when you have kids playing soccer, baseball, football etc, etc the occasional ball finds its way to the street. There has been one accident where a child was hit by a car on Sharpsburg already. Fortunately the injuries to the child were minor in that accident, but I couldn't stomach to see this happen again or more often or see a fatality. I know, kids should be taught to watch for cars, but they are just kids and as much as we teach, preach, watch and explain they are still just young kids. Speaking of which, the developers in the February meeting advised that one of their main traffic entrance/exits would be from the parking lot, past the future library onto Sharpsburg, to North Star to use the future stop light. When it was time for audience feedback, I voiced my concerns that this traffic mixture (cars and kids) was very concerning to have a library (all about the kids again) at one of the main entrance/exit locations. Now, I can't be the only who thinks that is another huge safety concern. I guess I'll stop there on safety, but I feel **safety is a very big deal and should not be bypassed for company profits**.

2) I already mentioned some of the reasons we chose to live where we do. What I didn't mention was the neighborhood plan for a 25K sq ft maximum neighborhood market. I am still an advocate for such a market. The 62,000 sq ft big box store (that's the term the Roundy's folks used in the meeting by the way) just does not fit the needs of this community. That was echoed over and over by the residents in attendance at the initial meeting in February. It's not what was "sold"

to us during our consultations with the Veridian people. The proposed site has a huge parking lot with what 500 parking stalls? This development will **impair and diminish the enjoyment and value of homeowners property, adjacent playgrounds, pedestrian paths, and local roads.**

3) This development will not only affect the current resident's quality of living, but it will also **impede the normal development and improvement of the surrounding property.** Gone will be the days of potential buyers/builders driving into the neighborhood and getting the aura that those of us here now had. It baffles me to see the new Veridian sales office just a short distance from a proposed grocery site. Their current tag of dream-build-live will have to include watch out for all the traffic.. (apologies for the sarcasm) I know a big box store was not part of the "grand vision" when David Simon designed the neighborhood.

I understand that Roundy's was first interested in building at the intersection of Cottage Rd and Sprecher. That rezoning was denied. They approached Veridian and they were told of the current neighborhood plan for the 25Ksq ft market neighborhood plan. Well, that wasn't big enough for the Roundy's folks, so now they are pursuing the currently proposed site (which was planned residential houses until Roundys came along). In a February meeting Roundy's said that they have certain "prototype" stores and that this 62K sq ft is their version of a "neighborhood store". At the April Plan Commission meeting Roundy's advised that this store would draw from surrounding areas to be successful. I understand the need for a lot of customer for such a large store, however, this means greatly increased non-local traffic. The neighborhood's current plan limits a neighborhood store at 25K sq ft max. So, as you can see, this is just not a good fit. There is a vacant large commercial development zoned area at the Milwaukee Ave. and Sprecher intersection. There was planning that went into that and that should remain the plan for big box stores. Again, we welcome a smaller neighbor market located within the planned town square on North Star.

I apologize for the length of this as I *really* wanted to express our concerns and I hope that I was successful. To wrap up, I just want to re-iterate that our **safety and quality of living should not be sold out for the benefit of monetary profits.** Lets stay the course and stick with the neighborhood plan and the neighborhood will continue to stay true to it's vision.

Thank you all for you continued hard work in assisting our communities develop in a way that makes us proud to call Madison our home.

Bob Hogan  
6025 Sharpsburg Dr.

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Dear Gentlemen,

I am writing to voice my extreme concern and opposition in regards to the proposed amendment change for zoning in reference to MAP V on this Monday's Plan Commission Agenda. This amendment requests a change in zoning for the Grandview Commons neighborhood in order to accomodate a 65,000 sq ft big-box grocery in our community. As discussed at the Plan Commission meeting last April, this proposal is not in keeping with the current Comprehensive Plan and is nearly triple the size specifications outlined in the neighborhood plan provided to home owners by Veridian that their time of purchase. Big-box retail and the nuisance factors it will bring, will seriously decrease the quality of life for Grandview residents in proximity to the proposed location. As mentioned at the last Plan Commission meeting,when this proposal was under consideration: increased traffic flows through our neighbourhoods and parks threaten our children and pedestrians. Noise from loading dock traffic, fumes from idling trucks, bright lights and loud scraping of large parking lots late night by snow plows all serve to diminish the quality of our living experience in Grandview. As a recent homeowner who purchased my home only two years ago, it is very misleading to be given an image of the lifestyle I could expect as a resident of Grandview, only to be immediately threatened with a superbox retailer in close proximity to my home. Our city's Comprehensive Plan was thoughtfully designed to prevent exactly this type of sabotage to residential neighborhoods. When Roundy's proposed their store last spring, they were encouraged by the Plan Commission to submit a new proposal more in keeping with neighborhood and comprehensive plan specifications. Now, 6 months later, Veridian submits an amendment proposal in order to accommodate a big box grocery up to 65,000 square feet, even larger than what they initially proposed? Its appalling that Veridian

places no merit on the desires of the residents who live in their community, nor do they consider the advice of the City Planners skilled in protecting residents from irresponsible development.

This super-box style grocery store and giant parking lot will not produce an attractive environment of sustained aesthetic desirability for our community. I implore you to oppose this amendment proposal to Grandview Commons. Allowing Veridian to amend zoning code from agricultural to General Commercial to accommodate a specific development project is an atrocity, and sets a precedent that the desire to generate capital for land developers is more important than the residents whose daily lives will be negatively impacted. Please print my letter and share this information with all members of the Planning Commission who will be considering this avaricious and insensitive amendment.

Sincerely, Barbara Davis, 729 Orion Trail

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Gentlemen:

A very important decision will be made at Monday's Plan Commission: to respect a community's residents and adhere to the original design and concept of the neighborhood, or to allow changes to that plan and the Comprehensive Plan that will forever alter the lives of those who live in Grandview Commons.

If you have not already done so, I ask that you take a stroll through our charming neighborhood. The concept - and reality - of Grandview Commons are apparent. Our families love living here, take pride in their homes and enjoy playing in our parks, walking and biking through the safe and quiet streets.

The original plan for the Town Square included a 25,000 sf grocery store. Roundy's is proposing construction of a 65,000 sf grocery store. This is completely wrong for many reasons including unacceptable levels of increased traffic and noise. I trust that you and members of the Plan Commission will take a stand against this big-box development and preserve the concept of the neighborhood as it was originally designed and preserve the safety and well being of Grandview Commons residents. Thank you.

I ask that you share this email with all members of the Plan Commission prior to the Monday, November 8th meeting.

Sincerely,

Rona Carr  
5932 Gemini Dr.

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To Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life in our neighborhoods. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments

were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda! This was unexpected, but luckily I was made aware of this by Alder Compton when she opened the agenda this week.

Sincerely,

Gigi Coleman  
Resident of Richmond Hill, Madison

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This email is going to be long but I hope you will take the time to read it and even take a minute to reply if you have the time.

Many of us feel like Veridian gave us a "bait & switch". We were lured into the neighborhood with promises of a small, walkable commercial area. Now that we have all made a commitment to our neighborhood (with the largest financial investment most of us will ever make) they pull the curtain back to reveal the real plan which is not what is best for the neighborhood but what will make them the most money as quickly as possible.

When I wanted to build a deck onto my house, I was required to go through an approval process with Veridian to make sure that what I wanted to build would conform with the neighborhood plan. What is hard to understand is how the reverse is not true. Why am I required to conform while they are allowed to do whatever they like?

I understand that our group came across with a "not in my backyard" tone in the last meeting but if you go back and listen, most of us began our statements with some form of "We are in support of a grocery store but not THIS plan". Looking back on that meeting, I think there was a great deal more agreement than many people seem to think there was. Those in favor and those opposed to the current plan are both interested in a grocery store. Those in favor don't really care how big it is. Those opposed want a smaller store. If we can just come up with a plan that is palatable to all involved I think it can be a win-win situation.

I believe our group is comprised of people with one goal but two very different mindsets. One group feels as though there is absolutely no room for compromise. The others (of which I am included) feels as though Copp's IS going to come into our neighborhood and that a compromise to make the best of the situation is in our best interest.

A problem with this compromise option is that it appeared to many of us at the planning meeting that Copp's seems unwilling to be a part of that process. With each counter-statement from Copp's at the meeting they continued to stand firm on the need for 62,000 sq ft. (and now, after hearing our concerns with the size, it has actually INCREASED to 65000 sq ft!). In order for this compromise to happen, we will need to not only get some of our "leaders" to the table but Copp's will need to join in the discussion as well.

At this point it really comes down to two issues: size and location. We want 25,000 and they want 62,000. The average of these two numbers is 43,500. To me, it would be nice if we could walk away from this uncomfortable issue with a store that is not classified as a "big box" which would mean creating a plan for a store slightly smaller than 40,000 sq ft.

The other big issue seems to be the actual placement of the store on the land. I feel as though our

neighborhood would be better served with the store closer to the new Great Dane side rather than where it is now and I believe most if not all of our group would agree with that.

Without some kind of compromise our neighborhood will not support what has forced upon us and in the end, the store will be more likely to fail. If we want to shop at a "big box" we will continue to drive to Woodman's for our food needs. With compromise, many of us will probably end up becoming frequent customers and with time the store will likely thrive.

**I do not support any amendments to change the comprehensive plan that would accomodate big box retail in our neighborhood. Please forward and share my comments with the Plan Comission when they meet this Monday.**

Again, I appreciate your time and efforts and look forward to being part of this process towards a compromise,

Tony Peterangelo  
721 N Star Dr  
Madison, WI 53718  
345-6069

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Alder Cnare and City Planning Committee,

I am writing in opposition to the proposed amendment that would allow a 65,000 sq. ft. grocery store in Grandview Commons neighborhood center.

We are residents of the adjacent neighborhood—Birchwood Ridge Condominiums. We strongly oppose a zoning change to allow a large, big box store. Geographically, we have access to a variety of shopping choices—within less than 10 minutes we can drive to Woodmans, HyVee, Copps on Shopko Drive, Copps in Monona, Sentry Foods on Cottage Grove Rd. and Piggly Wiggly in the Village of Cottage Grove. We DO NOT need another big box store in our back yard. I would guess that 99% of our neighbors are not going to walk home with bag(s) of groceries. We will drive. Many of the residents adjacent to the proposed development site are senior citizens and walking miles in a huge grocery store is not what we are able to do. A smaller store would be convenient and adequate.

We do not need this and urge you not to change the original plan.

Terrance & Rose Mary Jackson  
714 McClellan Dr., Madison 53718  
[rojack47@charter.net](mailto:rojack47@charter.net)

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As a unit owner at Birchwood Ridge Condominiums (BRCA), I am writing to say that I **do not** support an amendment to change the comprehensive plan that would accommodate big box retail in our neighborhood.

The planned 65,000 sq. ft. Roundys/Copps store in the Doric Lodge area of Grandview Commons is not a good fit for the Grandview Commons, Richmond Hill, BRCA, Covered Bridges and Door Creek neighborhoods.

The South East side of Madison (including the Monona, McFarland and Cottage Grove areas) does not need another grocery store. We have 5 stores to pick from including **Piggly Wiggly** in McFarland, **Copps** on Monona/ Broadway, **Sentry** on Cottage Grove Road, **Woodman's** and **Wal-Mart Superstore** off the Beltline.

Please share my comments with the Plan Commission when they meet on Monday, Nov. 8th.

Georgette Horne  
6340 Merritt Ridge  
Madison, 53718

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Dear readers,

I am writing to ask that you do not allow changes to plans that would allow big box retail in Grandview Commons. Please do not allow conditions to be set that would allow development in our residential district that will damage the established quality of life. I have attached the letter I sent in April when Veridian, Vandewalle, Roundy's, DSI and the Winters Group presented at the Plan Commission meeting. I realize that my letter reveals that I am not an expert in how the entire process works. However, I believe that the content of my letter contains justification necessary to deny changes to plans that allow big box retail in Grandview Commons.

Please forward this communication to members of the Plan Commission in time for it to be considered at the Monday, November 8 Plan Commission meeting. Please also distribute this communication at your discretion to any other party that is involved or affected by this such as the Common Council, Tim Cooley's office, the Mayor, etc.

Sincerely,  
John Driscoll  
801 McLean Drive  
Madison, WI  
53718  
608-576-3993

John Driscoll  
801 McLean Drive  
Madison, Wisconsin 53718

Dear Alders of the City of Madison,

I am writing to appeal to you as an alder and leader in our community to oppose the, 62,000 square foot, Copps, big box proposal in Grandview Commons. I am strongly opposed to this proposal.

My wife and I relocated to Grandview Commons after 17 years as home owners at 29 Farwell Street in District 6. We loved our neighborhood but we are getting older and desired a quieter, gentler environment that still offered us many of the wonderful things of an urban Madison lifestyle. We searched all over the city for our new home but after understanding what Veridian's vision was for the town square of Grandview Commons, and checking with the city to insure the plans reflected what Veridian promised, we were convinced it was the best place for us.

What the city had approved at that time is the primary reason we moved to the Grandview Commons development. The following points are excerpts from the GDP dated 12/17/2001.

\* A 25,000 square foot, mixed use town center promising, “neighborhood scale” retail that would supply “the day to day goods and services for neighborhood residents”.

\* A “careful blend of pedestrian and street oriented retail, residential units, and open space that will reinforce the pedestrian focus of the mixed use area.

The current proposal couldn't be much more contrary to what our city has approved for this community. If this plan is approved, residents purchased their properties under false pretense from both the developer and the City of Madison

Please see my points below.

- 1) **This 62,000 square foot, super box proposal will impair and diminish the enjoyment and value of homeowner's property, adjacent playgrounds, pedestrian paths, and local roads.** Owners will experience decreased quality of life throughout the development. Residential development and sales of homes on McClean will be difficult with increased traffic; Big Dipper becomes a main thoroughfare and diminishes the value of homeowner's property in our community. Traffic noise generated from a 62,000 square foot grocery store impacts homes throughout the area. Noise and pollution from semi-truck deliveries needed to operate and maintain a development of this size is an unreasonable threat to the community..
- 2) This super box style store with nearly 500 parking stalls **will impede the normal development and improvement of the surrounding property.** Although the developer plan shows many estate style homes on a Kilpatrick Lane cul de sac, there is only one. This proposal shows the Copps loading dock immediately adjacent to the back yards of these vacant lots. These were slotted as some of the largest, most expensive lots in the entire development. The value of these lots will plummet. It is entirely unrealistic to expect people to buy those lots and build their dream homes with a super box in their back yard. **This is a serious threat to the normal development** that was expected for this community. This will impede the improvement of the surrounding property and in fact the quality of surrounding properties is expected to fall significantly. There is no historical evidence showing properties adjacent to loading docks, dumpsters and parking lots of big box stores improve in quality.
- 3) Beyond our own neighborhood this proposal **will seriously strain the existing social structure of our community.** The traffic that this proposal would invite into our community runs the risk of splitting Grandview Commons in half. The main artery of Sharpsburg will be overwhelmed with traffic from outside of our community. If the Sentry store at the base of Cottage Grove Rd goes out of business as a result of super box style Copps, there will be many senior citizens and low income residents who will be left without reasonable access to their daily food supply. Residents of our neighboring Richmond Hills community will also suffer unreasonable levels of traffic danger, noise and air pollution. **The potential damage to our community extends beyond Grandview Commons.**
- 4) **The establishment of a store this size will endanger public health, safety and welfare of our residents.** The traffic imposed by a 62,000 square foot big box store will overwhelm and endanger our community. Patterns of behavior of our children in our parks and pedestrians crossing our streets have been firmly established over the past many years.
  - There are developmentally disabled people that use Sharpsburg as their daily pedestrian path to access the transportation they need to conduct their lives. Their uncertainty at intersection

crossing is already visibly uncomfortable. These people are considered friends. We visit with each other. They stop to play with our pets in our yards. Sharpsburg is already a dangerously fast through way. This will put their safety at an unreasonably high level of risk

- There are day care operations and regular, large gatherings of children in immediate proximity to the streets that would be most affected by this inappropriately sized development.
- I am confident the community is aware of the manageable, additional activity that an appropriately sized grocery store will bring however, a 62,000 square foot, big box introduces an unreasonable threat to our community.

As I understand, the Grandview Commons development was the first of its kind and development plans since have been held to this standard. Why would this city turn its back on this concept now?

It is no secret that Roundy's has been looking to build in this area for several years. The 62,000 square foot, big box concept is a common proposal from Roundy's and the city of Madison has an honorable record of denying these proposals in communities where they are not appropriate. Grandview Commons welcomes an appropriately sized grocery to help establish our town center, but we must not allow one that destroys the very concept of our community. Urge Veridian, DSI, Roundy's and their representatives to come back to us with an appropriately sized and located grocery store, respecting the city approved concept for our community.

Please examine the facts surrounding this Grandview Commons proposal. Acknowledge **this proposal does not meet the required criteria in the Madison General Ordinances to grant an application (as found in Section 28 and others)**. Please hold this proposal to the same standards of appropriateness that you have in the past and deny the application.

Thank you for your work on behalf of the City of Madison and it's citizens.

Sincerely,  
John H. Driscoll

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Dear Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda! I was surprised that this slipped into the agenda, but luckily I was made aware of this by Alder Compton when she opened the agenda for this week.

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Tiffany Taha طيفاني تاهة

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My name is Mary Boyd, 1234 Alexandria Lane. I am a homeowner in Richmond Hill subdivision. I strongly oppose the process that is being used to change the comprehensive plan, item 20411, amendment Map V on the Madison Plan Commission agenda for 11/8/10. I believe that the current comprehensive plan was thoughtfully developed to consider the needs of our neighborhood and maintain a high quality of life. It should not be



considered for change without neighborhood input that includes the Richmond Hill Homeowners Association. Comprehensive plans such as this involved input and thought from a variety of people in the city and neighborhood areas affected. What good is any plan if it can be altered so quickly and with so little input from those affected.

Furthermore, I do not believe that it is in the best interest of the neighborhood to add a big box grocery store or any other business of that size. I am in favor of smaller businesses in line with the comprehensive plan. Furthermore we have several grocery options within a few miles that adequately meet our needs. Those businesses will be hurt by the addition of a larger store. I see no benefit to the community if a larger store is added and as a result we lose smaller businesses and the competition they provide to keep prices in line.

We have been told by our alderperson at association meetings that nothing was happening with a grocery store. Why would this attempt to change occur without notification to our alderperson well in advance of it coming to the planning commission. She was able to notify us today after she opened her agenda for the meeting. What is the hurry? Why not simultaneous notification to the alders at the time that this request is made by the developer? Is this an attempt to slip the request through without neighborhood input. It looks that way to me. Again, I am against any change to the comprehensive plan without neighborhood input and without multiple opportunities for input.

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Sincerely,

Tom McVary  
Richmond Hill Resident

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Good Afternoon,

My name is Michael Knott. My wife and I own and live on the property at 802 Callisto Drive, which is located on the Southwest corner of Callisto Drive and Sharpsburg Drive in Grandview Commons. We are about two walking blocks from a proposed big box regional supermarket.

It has come to my attention that on November 8, 2010 the Plan Commission will be discussing Comprehensive Plan Amendments requested by prospective developers to accommodate current or anticipated proposed development projects including the request by Vandewalle & Associates on behalf of Veridian.

This is now my third correspondence to you. My first, dated April 20, 2010 and my second, dated May 22, 2010 have appeared in City of Madison Legislative File ID 18201 and I would now consider them to be public record. I will try not to repeat myself, but the facts and opinions in both correspondences still remain. **The applicant's proposal, and now request to modify the property's zoning to accommodate their original proposal, will severely adversely affect my family's health, safety, welfare and property value.**

These earlier emails explain in detail all my reasons for this statement.

I have not stated the following in my earlier emails on record, but I feel that I am qualified to voice an opinion on the applicant's proposal based on personal as well as professional qualifications. I hold a Bachelors Degree in Architectural Studies and a Master of Architecture Degree from The University of Wisconsin – Milwaukee School of Architecture and Urban Planning. I have been licensed to practice architecture since 1988. I am licensed and have practiced architecture in the State of Wisconsin since 1992 including over 16 years in the City of Madison. Earlier in my career I was directly involved in master planning of entire communities as well as specific planned unit developments within those communities. Although that body of work took place in another state, good basic planning technique is universal worldwide. It does not take any such credentials to understand the flaws within the applicant's

proposal. A plan to change the applicant's current NMU and LDR to accommodate a 65,000 square foot big box would require amendment to the City of Madison's Comprehensive Plan, than re-zone the applicant's parcel to take a jump in development density similar to that of East Towne Mall. This parcel would directly adjoin property lines with the lowest development density properties identified within Madison's Comprehensive Plan. The way of life and property values of the adjacent LDR home sites will plummet the moment the gavel drops on the proposed re-zoning. What all the supporters of this proposal do not understand is that a wave affect of this will eventually reach their properties 6 blocks away as well. One advantage they may have is that they may potentially still have time to get out before the wave reaches them. I would love to see an example of a PUD, anywhere that has successfully created this proposed relationship of densities.

It has become so apparent that the applicant is unwilling to address comments and concerns on record from Plan Commission members, City of Madison Planning Staff and neighborhood residents in their proposal. Their self-serving approach is now to amend the City of Madison's Comprehensive Plan allowing them to re-zone their parcel to accommodate their proposal rather than paying any respect to input that has been given to help guide them to a more palatable solution. In my business we call this "function following form" which is the adverse of the time withstanding wisdom of the American Architect Louis Sullivan who in 1896 coined the phrase "That form ever follows function". This notion transcends ALL forms of design.

The way the Grandview Commons NMU District is currently approved and part of Madison's Comprehensive Plan is the right way for this neighborhood and should be embraced as-is. It's the way it was sold to the homeowners here by the developer; it displays good sensitive planning technique and should be enforced by Madison's Plan Commission and Planning Department Staff.

Please do not amend Madison's Comprehensive Plan to accommodate the applicant's proposal to destroy the Grandview Commons neighborhood.

Respectfully,  
Michael E. Knott, AIA

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To Plan Commissioners:

We strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and we don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda! This was unexpected, but luckily we were made aware of this by Alder Compton when she opened the agenda for this week.

Sincerely,

Jeff & Vicki Russell  
Homeowners in Richmond Hill

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Dear City of Madison leaders,

I attended the April 26, 2010 Plan Commission meeting and spoke in opposition to the Veridian proposed 62,000 square foot Copps grocery store. David Simon stated in his presentation "things have changed" from his original town square concept that included plans for up to a 25,000 square foot neighborhood grocery store. The original concept supports the Mayor's office and City of Madison Department of Planning and Development authored 2004 report, "Grocery Stores in City Neighborhoods: Supporting access to food choices, livable neighborhoods and entrepreneurial opportunities in Madison, WI". The original plan is also in line with the

current zoning and would require no changes to the Madison Comprehensive Plan.

While the economy has certainly changed since Simon's original Grandview Commons neighborhood plan, what has not changed is that the planned neighborhood of single family low density housing with perimeter medium density housing has been developed and exists today! To change the zoning to allow for the development of big box retail directly adjacent to the existing low-density single-family homes is inappropriate. I heard many people in opposition to this plan back on April 26th including feedback from the Plan Commission to the developers to modify the size, position on the proposed site and the design of the structure to be in character with the existing neighborhood. To hear that Veridian is back before this Commission requesting an amendment to the Comprehensive Plan to re-zone for a large freestanding grocery store as large or larger than what was proposed in April is apprehensible! They did not listen and do not care about what happens to those of us who bought into their neighborhood concept and live in Grandview Commons. It is our property and quality of life that is at risk with this proposal!

I am in opposition to the proposed land use zoning amendment and ask that you uphold the existing zoning for development of neighborhood mixed use that is of a scale appropriate for the existing neighborhood site – no more than 25,000 square feet.

Sincerely,  
Cindy Glaeden-Knott  
802 Callisto Dr.  
Madison, WI 53718

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As a resident of the Richmond Hill community I am in strong opposition to changing the Comp Plan, item 20411, specifically amendment Map V. The interests of the residents should be more valued than that of the commercial developers who seek this change. Please do not alter the Plan.

Thank you

Michael W. Helser  
1341 Manassas Trail  
Madison, WI 53718

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I do not support any amendments to change the comprehensive plan that would accommodate big box retail in our neighborhood. I also request that these comments be forwarded and shared with the Plan Commission when they meet this Monday, 11-8-10.

Thank you.  
Jo Anne Berschet  
6222 Kilpatrick Lane, Madison, WI 53718

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To Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be

thoughtfully considered and thoroughly vetted; not sporadically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda with no notice to the residents.

It certainly appears that this was intended to be slid through without informing residents or interested parties, and without due consideration of all the implications. Please do not make this alteration.

Donna Marconnet  
6017 Fairfax Lane  
Madison WI 53718  
608-223-5654

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This e-mail is in opposition to the item on the Planning Commission agenda for 11/8/10. The item would amend the plan to allow for the construction of a 65K square feet grocery store on Cottage Grove Road and Northstar Drive. The present plan ONLY allows a store to be built no greater than 25K square feet. This previous spring the Planning Commission voted down a proposal to allow construction of the 65K store and asked Roundy's to revise its plan, their answer get Veridian to do the work for them and to do an end run around the residents of the Grandview Commons area. All Veridian wants is to sell the land and screw the development and its residents.

I ask your support in voting this proposal down, also that you put Veridian on notice that THEY initiated the original Comprehensive Plan and it is what the residents of the community will accept, a store of ONLY 25K square feet.

Best regards

steve and linda arkin  
722 galileo drive  
madison wi 53718

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To Plan Commissioners:

We strongly oppose the process of changing the Comp Plan item 20411 specifically amendment Map V. I don't think a commercial developer has more control over this land than the people that live in the area. We were told that it would be a store of 25,000 sq foot and now your talking a big box store 65,000 sq foot. This neighborhood is not the place for this type of store just the traffic alone would be unreal.... I don't understand why you do not listen to the people in the area we paid too much money for our homes to have the area become a Cops or what ever dominating the area. For quite a period of time we were told nothing was happening about a store and then all of a sudden this appears on your agenda.

Thanks to Judy Compton our alder person we were made aware of this. This reminds me of the train and Gov. Doyle don't listen to the people. Please do not go with the big store in this area, We have enough big stores with in a short driving range and all we seem to be doing is trying to run the small stores out of business and as I said driving our home prices down. It is interesting you don't see this happening in upscale West Side neighborhoods!!!! Thank you in advance for your consideration.

Doug & Ann Bailey  
6218 Fredericksburg Ln  
Madison, WI 53718

To Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

It is unfair that this matter was not presented in a way that allowed neighbors to be informed in a timely manner. It makes me very distrustful of what you are trying to do, and means that I will be watching everything this planning commission plans to do from now on much more carefully. It is a terrible thing to do. Now you must do the right thing and vote for the people of the area, not the money of a big box store.

Sincerely,  
Kathleen Hoppe  
Madison, WI

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I am writing to oppose the proposed amendment to allow Roundy's to build 65,000 sq foot Box store in our neighborhood. We have not been given any information regarding the rationale for such a large store and would not have moved into the neighborhood if such a store was planned. Veridian and Alder Cnare are aware of our neighborhood Plan Commission's opposition to the project. The fact that Alder Cnare would solicit support from our neighborhood to dialogue with Roundy's without making us aware of the pending amendment discussion is especially problematic.

Please table this vote until a thorough evaluation can be made for the rationale building such a large store must be built in Grandview Commons rather than 1/2 mile down Sprecher where more open space is available.

Regards,  
V. Scott Solberg, Ph. D.

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**I am writing to encourage you to OPPOSE the proposed amendment to the comprehensive plan involving the site north of Cottage Grove Rd at Grandview Commons.** As a resident of Grandview Commons, I have several concerns about this proposed change.

The original neighborhood plan (the plan that Veridian proposed and then promoted to prospective home-buyers like myself) calls for a maximum 25,000-square-foot commercial retail space. I believe this was used as a selling point in Veridian's "New Urbanism" design - a family-friendly neighborhood with a relatively small grocery store (think Brennan's) within walking distance, mainly to be used by neighbors. Instead, this proposed change would allow a 65,000-square-foot "big box"-type store to be built across the street from a park and less than a block from single-family homes. **This will not be a "neighborhood store"**. This will bring an unfortunate amount of traffic (including truck traffic) to our quiet neighborhood.

Wherever I shop (be it at a Copps store, Woodmans, Hy-vee), I do not see a city park across the street from the store. I do not see single-family homes (built less than 10 years ago) down the block. **It simply does not make sense to put a store this large at this particular site (unless you are Veridian and stand to profit from the sale of the land).** I would encourage you to actually

visit the site and see how close the store would be to the neighboring homes to the east and northeast. Then try to imagine the traffic issues. Like I said, it doesn't make sense.

I understand that the current economic downfall has probably made Veridian second-guess its decision about the original neighborhood plan; they have an interested buyer, but a buyer who apparently is unwilling to alter its plan for a 65,000-square-foot store. However, **amending the comprehensive plan will SERIOUSLY alter the character of our neighborhood** (a neighborhood that Veridian conceived less than 10 years ago, and a neighborhood that Veridian NEVER promoted as being a future home to a big-box store). I believe that Veridian needs to either encourage Roundy's to propose a store that fits the neighborhood, or to encourage Roundy's to find a site that would be appropriate for the 65,000-square-foot store that it seems intent on building. (I would suggest the corner of Milwaukee and Sprecher.)

Instead, Veridian is trying to amend the comprehensive plan. So, now that Veridian has built and sold all of the homes nearest this site (and is only building new homes at the farther ends of the neighborhood, away from the store and its noise and related nuisances), it's basically willing to seriously alter the character of this half of the neighborhood (and definitely NOT for the better). **I am convinced a store this large would be a terrible blow to those of us who live in the southern half of Grandview Commons. If I had known six years ago that a 65,000-square-foot store would be built three blocks away, I would NOT have bought this home from Veridian.**

I understand that neighborhoods change, but I do not believe that this should be happening less than ten years after a neighborhood is conceived.

What I am also concerned about is that less than a month ago I received a neighborhood newsletter from Alder Cnare whose "update" on the proposed store basically stated that she was simply waiting to hear how Roundy's would alter its original proposal, since it was not well-accepted. So instead of coming up with a more acceptable proposal, Roundy's and Veridian are using their resources to try to change the comprehensive plan to "fit" the big-box proposal? Really? This can NOT be accepted.

I know that I am not the most knowledgeable person about this issue, but if you'd like to hear more about the views of a neighbor, please feel free to contact me. Thank you for your time.

Curt Jacoby  
(608) 219-7266  
841 Callisto Drive

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We wish to express our concerns about amending the plan for the commercial property in Grandview Commons. As residents of the neighborhood, part of the reason we chose to move to this community was the small neighborhood feel and the plan that there would not be large businesses moving into the area.

The proposal to amend the plan to allow a 60,000 sq. ft. Copps store to open in the neighborhood will change the entire Grandview neighborhood. It will not be a small community, the traffic patterns will increase and the noise levels will go up. The original intent was for small neighborhood businesses along with a Public library. Based on the concerns I have heard from the residents of Richmond Hills, they were not properly informed of the proposed size of the business. They also have many concerns about the increased traffic patterns and

increased noise levels. I also would like to know what affect a business this size has regarding the change in crime levels.

It's true that several businesses in the neighborhood have not survived. I believe it was due to poor business management and traffic problems due to the closure of the bridge on Cottage Grove Road. I believe that having an established business opening in the former Cloud 9 building (Great Dane) other businesses will soon want to open in the area. I do not see that a large store brings other small businesses into the area. The size of the store along with having a bank, liquor, floral, etc. within the store does not leave room for a variety of new businesses to open and may force the closure of an existing small business in the area.

We believe with the opening of Great Dane and the future public library other businesses will follow. We feel that the size of the store will cause the library system to rethink opening a branch within Grandview.

It seems that other commercial properties in the area would be a better match for the 60,000 sq. foot store. There are numerous properties zoned commercial along Sprecher near Milwaukee Street. This area would be a better match and some of the property appears to also belong to Veridian. This area would draw from several established neighborhoods, be further away from a smaller grocery store and would not back up to single family homes.

We know that there mixed feeling in the area about the future of a Copps store. Based on the meetings we have attended, it seems to me that a large number of the neighbors in Grandview and Richmond Hills, especially the ones that will have the store in their backyard or across the street do not feel that this is a good mix. We have to agree. The design was for small neighborhood businesses, let's keep it that way.

Do not allow Vandewalle & Associates on behalf of Veridian change the direction of Madison's Comprehensive Plan for the city, this change will not only affect Grandview but other neighborhoods as well.

Please share this email with all members of the Planning Commission.

Grandview Commons Residents

Jeff and Mary Meicher

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Please - no big box store in our small box neighborhood - most of us are in agreement that it does not belong here, will most likely not succeed here and then what happens to a 65.000 square probably empty "box'?? We have at least 3 large stores and one smaller store within less than 10 minutes away from us - and most of us work near by or drive by them daily and will most likely out of loyalty continue to shop there.

Emily Ford  
1214 Alexandria Lane

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Dear Readers,

I'm writing to voice my opposition about the proposed amendment to the Comprehensive Plan changing zoning to accommodate a 65,000 square foot grocery store in Grandview Commons. At the Plan Commission in April, the Veridian/Roundys group were clearly told by several members of the Plan Commission that their proposal needed work. Plan Commissioner comments included the need to downsize their proposed plan of 62,000 feet, consider architectural changes including a second story, less surface parking and even underground parking. Here we are, 6 months later and we see you are considering changes to the Comprehensive Plan that would allow an even larger store. Please do not allow this to pass.

My husband and I purchased our home in Grandview Commons because of the charming new urbanist plan which included a lovely town square with a 25,000 square foot grocery store. Home values have already dropped in our neighborhood. Recently, a home across the street from us (which was on the market for 2 years) finally sold for \$67,000 less than the initial asking price. Times are tough. Placing a Big Box store in a neighborhood that was supposed to be a lovely New Urbanist enclave will cause the value of our homes to sink further.

Madisonians place a great deal of pride in their neighborhoods and we look to our city officials to protect us. If my husband and I had wanted to move next to Hatchery Hills in Fitchburg, we would have done so.

Please forward this communication to members of the Plan Commission in time for it to be considered at the Monday, November 8 Plan Commission meeting. Please also distribute this communication at your discretion to any other party that is involved or affected by this such as the Common Council, Tim Cooley's office, the Mayor, etc.

Sincerely,  
Mary Driscoll  
801 Mclean Drive  
Madison

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I do not support any amendments to accomodate big box retail in our neighborhood. I am personally against any retail development on this site. Jim Dolderer. 6313 Kilpatrick Lane.

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To Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are as you consider those of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life and was an integral part of why my wife and I decided to build in the neighborhood 13 years ago. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda! This was unexpected, but luckily I was made aware of this by Alder Compton when she opened the agenda for this week.

We are supportive of continued development of the Neighborhood, and would be supportive of commercial business in the neighborhood, as long as the development is consistent with with the original plans and objectives for our neighborhood.

We respectfully request your careful consideration of this issue and encourage you to follow the original comprehensive plan.

Respectively,

Scott Blankman & Denise DeMarb

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Madison Planning Commissioners

I am a resident of Grandview Commons neighborhood, and fully support the full service, full scale grocery facility.



I've forwarded to you my memo below to Lauren Cnare for your information and consideration during your deliberations - as regards my thoughts and position.

Thank you.

Greg Miller  
6105 Vicksburg Rd  
Madison, WI 53718  
608-238-7918  
608-279-7044 c  
[gregmillersn@gmail.com](mailto:gregmillersn@gmail.com)

Begin forwarded message:

**From:** Greg Miller <[gregmillersn@gmail.com](mailto:gregmillersn@gmail.com)>  
**Date:** November 1, 2010 11:48:45 PM CDT  
**To:** Lauren Cnare <[district3@cityofmadison.com](mailto:district3@cityofmadison.com)>, David Simon <[dsimon@veridianhomes.com](mailto:dsimon@veridianhomes.com)>  
**Cc:** MPNA Board <[board@mympna.org](mailto:board@mympna.org)>, Roger Anderson <[randersn@sbcglobal.net](mailto:randersn@sbcglobal.net)>  
**Subject:** Roundy's at Grandview Commons

Alder Cnare, Mr Simon

As a resident of Grandview Commons, I wish to state my strong support for the Roundy's full service grocery facility. I moved here from a near west downtown neighborhood with the expectation that a Library and full size grocery would be forthcoming. The restaurant was already here, and coffee shop. Neither survived well. Reasons for their failure exist, one of which is the inability to operate their low margin business on lagging user base (not big enough to sustain a user draw). Size is everything for long term viability in serving a multi-neighborhood vicinity of diverse residents. It is crucial that this enterprise be long term stable to sustain full service scope to proximate neighborhoods; to in turn remain long term vibrant, growing and desirable communities in the full sense of the word. Nothing less than 60,000 sq ft will stand any chance of doing so.

Smaller, and it will:

- Be unable to sustain itself within a growing environment; groceries are low margin businesses - broad, active user base is critical; size is directly related.
  - A too small store in this economy may not have lasted.
  - Too small and unit prices on goods will not be as economical as people may think (small does not necessarily translate to low prices).
- Not be the 'attraction' the neighborhoods require.
- Not reduce the tendency of multiple stops for accessing goods;
  - thus not reducing travel about town, time, costs, ecological impacts, etc.
- Be unable to provide for the diverse interests of a large consumer base.
- It will become at best a limited specialty/boutique style store, interests in which will wax and wane over time - drawing only a focused few.
- Not be a significant enough anchor to draw and sustain the user base needed to support smaller more neighborhood focused retailers and service providers.
  - again not reducing the need to travel elsewhere for those other retails and services.
  - Not be a strong influence to pull bus routes into the area.
- Not capture economies of scale. Costs to construct, operate, provide utilities, etc. change little over discrete ranges of square footage.
- Require more frequent deliveries by suppliers/distributors.

A larger footprint can

- Be made to appear smaller in the manner of designs for the exterior esthetics, structure profile, street profile, landscape design, area lighting, etc.
- Have an exterior complimentary to the neighborhood design esthetic to enhance 'blending in', belonging to the neighborhood.
- Can be no less obtrusive than the large Living Complexes already within the neighborhood.
- Enable isle widths that are comfortable and navigable with passing carts.
- Can be softened with Dark Sky area lighting designs, directed low light pedestrian walkways; further minimizing the impact.
- Have runoff collection systems to rain garden style landscaping zones.

Well applied traffic control and street design methods can be established for efficient and effective ingress and egress from the commercial area along Cottage Grove Rd and the interior street face to the neighborhood.

Well designed and installed landscaping can be set as buffer and screen from proximate residential facing properties.

I support a full scale, esthetically and ecologically designed facility.

Cordially,

Greg Miller  
6105 Vicksburg Rd  
Madison, WI 53718  
608-238-7918  
608-279-7044 c  
[gregmillersn@gmail.com](mailto:gregmillersn@gmail.com)

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To Plan Commissioners:

I strongly oppose the process of changing the Comp Plan, , specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store. We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. All of our information indicates no change and yet we see this on the agenda! This was unexpected, but luckily I was made aware of this by Alder Compton when she opened the agenda for this week.

Thank you,  
Mamad Baladi

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We are a residents of Grandview Commons and are writing in opposition of any amendments to the comprehensive plan to accommodate a 65,000 square foot grocery store proposal in our neighborhood. You are about to determine whether these amendments are consistent with the NMW or CMU. It is hard for me to imagine how an increase of over two-and-a-half times the original plan (65000 versus 25000 square feet) can be even close to *consistent* with the original plan. Support of the proposed ammendments will have long term adverse consequences for our neighborhood. Please forward and share my comments with the plan commission. Thank you.

Ryan and Emily Zukowski  
801 Callisto Drive

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Please forward our vote tonight before the Plan Commission meeting for NO to change the comprehensive plan which would accommodate big box retail in GrandView Commons neighborhood.

When we purchased our home in 2004 we trusted that what we read was an honest contract to build nothing larger than a 25K commercial retail site. If the proposed 65,000 sq. ft. big-box grocery store is built it will change the feel of the neighborhood and we will no longer feel the Veridian vision of a caring neighborhood. This could cause many people to not build or buy homes in GrandView Commons and hurt everyone's home values.

Thank you for listening and casting our vote for NO!

Cheryl Kiefer [Cheryl.Kiefer@FAMMED.WISC.EDU]

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Good Morning,

I am writing this letter to voice my complete opposition to the requested changes to the neighborhood plan.

I attended the previous city meeting where Simon/Roundy's requested permission to build a big box free standing store in our neighborhood, at this same meeting, the planning committee told Simon/Roundy's to create a smaller store with a more pleasing appearance for the neighborhood and to create underground parking.

Now, Simon/Roundy's asks to again come before you to request that the neighborhood comprehensive plan be changed in order that a large store could be built there. This request also included language which causes fear that multiple such structures could also be built. As I read this request, I understand that Simon/Roundy's are looking for a back door to come through in order to find a way to work around your original decision.

I will reiterate some of my previous concerns that a big box store will bring to our neighborhood: increased traffic on our internal streets, traffic issues on Cottage Grove Road, safety to the children of the neighborhood and decreased feelings of safety for all due to the increased appearance of non neighborhood persons. Waste, litter, odors, scavenger birds and animals. Semi's, diesel exhaust, loading docks, trash, dumpsters, decreases in property values of anyone who lives near the store (both Richman Hills and Grandview Commons). Increased crime in our "out of the way" neighborhood. Noise levels that will increase due to the increased traffic.

Politics as usual is how many feel about the workings of our government, please don't let this issue that is so important to many of us be a victim of money and big corporations that

rule what happens to our neighborhood. We bought into a neighborhood plan that was created by Simon/Veridian, a plan that we could all live with. Don't let the plan and our hope for our dream neighborhood be another victim to two organizations who's bottom line is making money.

I would love to attend the meeting tonight, but am required to attend tonights faculty meeting at work. So please forward this communication to members of the Plan Commission in time for it to be considered at the Monday, November 8 Plan Commission meeting. Please also distribute this communication at your discretion to any other party that is involved or affected by this, such as the Common Council, Tim Cooley's office, the Mayor, etc. And count my vote as a negative vote - against Simon's plan to change the neighborhood comprehensive plan. Thank you.

Here's hoping that our neighborhood plan remains as it was sold to us five years ago.

Sincerely,

Jan Holmes  
817 McLean Drive  
Madison, WI 53718  
608-628-2858

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My husband (Charles Romstad) and I are residents of the Birchwood ridge condo association, adjacent to the proposed Roundy's store.

We STRONGLY OPPOSE any amendments to change the comprehensive plan that would allow for big box retail in our neighborhood! Please help prevent this from happening!

Please forward this request and share it with the Plan Commission when they meet this evening!

Sincerely,

Martha L. Romstad

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*Good Day,*

*I am a three-year resident of Grandview Commons and a former nine-year resident of Richmond Hill. I do not support any amendments to change the comprehensive plan that would accommodate big box retail in Grandview Commons.*

*I am writing to ask that you do not allow changes to plans that would allow big box retail in Grandview Commons. Please do not allow conditions to be set that would allow development in our residential district that will damage the established quality of life.*

- Currently the neighborhood plan calls for 25,000 square feet of commercial retail. The proposed 65,000 square foot big-box grocery store is vastly different from the original plan.*

- The comprehensive plan is currently zoned for neighborhood mixed use and has no provisions to accept big-box style stores in Grandview Commons.
- Last spring, members of the Plan Commission clearly spoke against Roundy's initial big-box proposal in Grandview Commons, citing size, no compete clauses, and neighborhood concerns. They asked Roundy's to submit a proposal more in line with neighborhood and Comprehensive Plans.

Since the above concerns remain a constant, it is alarming that consideration for such drastic land use changes, which could diminish the quality of life we enjoy at Grandview Commons, would even be considered.

Thank you in advance for helping to take a stand on responsible development for our community!

Sarah J. Herwig  
809 Callisto Drive  
Madison, WI 53178  
Email: [sherwig@kraft.com](mailto:sherwig@kraft.com)

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To whom it may concern,

I do not support any amendments to change the comprehensive plan to accommodate big box retail in our Grandview Commons. I do support small businesses and mixed use. I am overjoyed that The Great Dane is moving in. However, when we purchased our house, we were sold on the vision of a commons. A place where people can meet, shop, eat, and play-not a one business solution with a gargantuan footprint!

I know that Copp's makes a compelling argument for their side, and I understand the need for growth in the city - but let's make it smart growth!

Thank you for your time.

Yours,  
Kindra Goehler

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Fellow Madisonian's,

I am and have been a resident in the Grandview Commons neighborhood since the first few phases of the neighborhood have been developed in 2003.

I am writing you today with an urgent message of my disapproval of the proposed big box retail grocery store located on Cottage Grove Road along the south side of the GVC neighborhood.

As we moved into our new home in 2003 we were promised a vision by Veridian Homes of a true traditional neighborhood design similar to the one that I and many of us grew up in. That vision included a design mix of single family homes as well as a neighborhood center that included a mix of **SMALL** business to include the likes of a barber, insurance office, small medical practices, baker, and possibly a **SMALL** neighborhood market similar to a Trader Joe's. Also part of this vision was wide sidewalks and areas for kids and families to walk and enjoy their new TND neighborhood.

NOT discussed ever as part of this vision was a BIG BOX Retail Store that would go completely against the grain of a TND. The TND that I grew up in the Milwaukee area certainly did not include a free standing 65,000 sf big box store and all of the traffic, lighting, and visual impact that goes along with a building of that nature.

There now has been a zoning change request on behalf of Veridian Homes to allow the zoning to be changed to allow such a building be built in our TND neighborhood.

As a home owner in the GVC neighborhood I DO NOT in any way support a building like this be allowed to move forward in our TND neighborhood. I DO NOT support any amendments be made to the comprehensive plan that would accommodate BIG BOX retail in our TND neighborhood. There have been previous discussions at the Plan Committee meeting last April regarding this.

I also request that you please forward my email on to the Plan Commission members as they are meeting to discuss this situation at tonight's meeting.

Regards,

David Rajkovich  
802 Mc Lean Dr.  
Madison, WI. 53718

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To Plan Commissioners:

I oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

Thank you.  
Laura W Seaholm

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To Whom it May Concern:

It's my understanding that possible amendments to the city's comprehensive plan in the Grandview Commons area will be discussed at tonight's Plan Commission meeting.

My husband and I would like to be on record that we do not support a revised comprehensive plan that would allow for a 65,000 square foot grocery store to be put in our neighborhood. As residents of Sharpsburg Drive, we are extremely concerned about traffic flow and safety as well as the fact that we purchased our home under the impression that Big Box retail would not be a part of our neighborhood plan.

We understand that plans can change, however, this change would be drastic. We would consider supporting a smaller version of a grocery store, though it's our understanding the developer does not wish to consider reducing the size at all.

Please do not allow the comprehensive plan to be changed at this point. As homeowners that would directly be affected by this unexpected and unwanted Big Box store, please consider our opinions when making your decision.

If you could forward this email along to the members of the Plan Commission to review prior to tonight's meeting, we would greatly appreciate it.

Thank you for your time,

Larry and Casey Moen  
6006 Sharpsburg Drive

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Hello,  
I wanted to go on record as a concerned citizen and resident regarding the proposed building of 65,000 sq. ft grocery store within the Grandview Neighborhood. I am opposed and do not support any amendments to zoning that would allow this type of construction of a big box retail outlet.  
I recently moved into the neighborhood this past April, as a first time homeowner. I am disappointed that the city would consider construction that would elementally change the "flavor" of the neighborhood. I am for growth and development, but within the true philosophy of urban renewal and growth (grow up not out).  
Please share my comments and opposition with the Planning Commission that is meeting tonight.

Sincerely,  
Rachel Best

5821 Gemini Dr.  
Madison, WI 53718

608-217-4196  
[RBest@bestmeetings.net](mailto:RBest@bestmeetings.net)

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To Whom It May Concern:  
Please do not allow changes to the PUD for Grandview Commons. Changing the Comprehensive Plan and allowing a big box store to be nested in a residential area, forever changes the landscape of a community. When we bought our house, we were told a small grocery (25,000 square feet max) would be in the neighborhood. We were not told we would be living in the imprint and shadow of a big box store. If we knew changes to the plan were in the works, we would not have bought our house. Allowing this change would set a dangerous precedent- it would be too easy to abandon plans that individuals base their buying decisions on in pursuit of corporate interests and tax money.

Please find below the original letter sent to Plan Commission members in April. Please share this email with the Plan Commission and anyone else involved the decision making process.

Communication sent April 18, 2010

Dear Madison Alders,  
Please find below my concerns with the proposed Copps development in Grandview Commons. When this reaches the Common Council, please vote against any of the rezoning requests for this proposal. Honestly ask yourself: "Would I want a 62,000 square foot grocery store located directly within my neighborhood, across the street from me, or abutting my side or backyard?"

I am writing to express my disapproval of the proposal for a big box Copps, which has encompassed three additional properties beyond the initial Grandview Commons development. The proposed size of 62,000 square feet far exceeds the light retail of 25,000 square feet maximum, which was shown on the PUD for the Veridan neighborhood of Grandview Commons. Retail stores of such size and magnitude are not placed in single family residential developments. There are other spaces more suitable for commercial development.

In addition, this will have a tremendous impact on traffic flow which Cottage Grove Road is not designed to accommodate. The proposal indicates a new street will be cut in the neighborhood, which will only benefit of the commercial development. This is against good planning.

Adding a 62,000 square foot grocery store will attract small animals including rats, musk rats, sea gulls, possums, and other types to the neighborhood. The new attracted populations of animals will expand over time reaching beyond Copps and into the neighborhood. This will create a population animals which would not normally and should never be present in a residential neighborhood.

The addition of Copps on Cottage Grove Road will impact the Sentry farther down the street. Copps would most likely force Sentry to close, greatly impacting the citizens in the neighboring community. This is against the principle of responsible citizenship. Many of the citizens in the neighboring community are elderly and walk to Sentry and would not be able to access Copps up the road. This would have a negative impact on both finances and health.

Sincerely,  
Heather Mc Fadden  
617 North Star Drive

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My name is Ryan Bender and I live in Grandview Commons. When we purchased our home in 2006, we were told by Veridian that the area was zoned for small commercial spaces and the vision was to have small businesses where people could walk to, shop and meet. That is the "commons" in Grandview Commons. A large box store does not fit that vision for the neighborhood or the current zoning for that location. I support small businesses for that area and oppose any changes to the current zoning.

Ryan Bender

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Ryan A. Bender, R.Ph  
(608)206-5866  
649 Orion Trail  
Madison, WI 53718  
[rabender@gmail.com](mailto:rabender@gmail.com)

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City Officials;

I am writing to express my deep concerns with the proposed planning of a "big box" grocery store to be located in Grandview Commons on Madison's East side.

I've lived on Dominion Drive in Grandview Commons for the past 5 years, and I've watched traffic slowly increase along my street as the neighborhood fills in with houses. While I admire the economic growth that Veridian Homes has been able to generate in the neighborhood, I am very concerned with the potential increase in traffic based on the proposed location of the store.

My most recent assessment saw me lose \$20,000 of equity that I had in my home. As if that weren't heartbreaking enough, my fear is that a big box store and the corresponding traffic to support such a business will decrease my home's value even further. With plans to sell my home "when the market picks back up," I'm afraid I won't live to see the day when that happens. By the way, I'm 46 and I plan to live a long, long time.



Please help us maintain what little equity we have left in what was originally supposed to be a quiet piece of suburbia for all of us.

Sincerely,

Angela Prestil  
6217 Dominion Drive  
Madison, WI 53718

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The idea of a big box grocery store in Grandview Commons will destroy the grandview of Grandview. It will also put Sentry out of business which will make grocery shopping very difficult for the residents in the Acewood/Cottage Grove neighborhood.

Please do not allow this big box Roundy's store.

Mary J. Draxler  
810 McClellan Drive  
Madison, WI 53718

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To Plan Commissioners:

We strongly oppose the process of changing the Comp Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and we don't agree with the proposed change. Please do not alter the plan!

We strongly oppose such a large grocery store in this area. We will not support this store in any fashion and will encourage all of our neighbors and friends to do the same. We hope you will represent what the constituents want in this area.

Joan and Alan Dickrell

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Good Morning,

At least it was until I read the email from one of my concerned neighbors in the Grandview Commons Neighborhood in regards to the proposed zoning change in my back yard.

I am all for making the neighborhood better but adding a 65'000 foot grocery store is not the way to do it. I moved into my house because the neighborhood was quiet and it was safe to let my kids play in the back yard. If you allow this big box store to move in, this will all change. These are just a couple of the issues I will have to face:

- 1) My house will be very close to the proposed loading docks for this new store, so not only will I get to breathe in all of the fumes from the semi's and delivery trucks but I will also get to hear them throughout the day and night.
- 2) The increased traffic through our neighborhood will not only add to the noise but it will also eliminate any chance of me feeling safe letting my kids play in the back yard. We already have way to many people speeding through our little neighborhood, I wonder what will happen when we add a 65'000 square foot store.
- 3) The value of my house has dropped significantly due to the poor economy, if you add this gigantic store the value will drop even more. If there is no value in the house, why should I stay living in it.

4) Dream, Build, Live, this was a slogan once used by Veridian Homes. First of all, I did not dream of living by a 65'000 foot grocery store. Secondly, I would never have built my house next to a 65'000 foot store, and finally, I refuse to live the rest of my life by a 65'000 square foot store.

Please do not allow Vandewalle & Associates or Veridian homes the ability to ruin my quality of life by adding a 65'000 square foot store in my back yard. I am sure, that if you thought about it, you would not want this in your back yard, don't force me to have it in mine.

Thank you for voting NO to the proposed zoning change in the Grandview Commons Neighborhood.

Jason Kubly  
608-213-2029

Jason Kubly  
Mechanical Systems Inc.  
480 Progress Way  
Sun Prairie, WI 53590  
Phone 608-825-2055  
Fax 608-825-2295

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To:  
City of Madison Planning Commission  
Madison, WI

I am writing to you to express my opposition to any revision of the Grandview Commons Comprehensive Plan, specifically to allow a 65,000 sq ft. big box grocery store in the area. This proposed revision degrades the quality of the neighborhood and is contrary to what attracted residents to purchase in the first place. A major increase in neighborhood traffic is the least of all the adverse results of store of this size. In addition, a grocery store of the proposed size would most likely attract other retail business that do not comply with the comprehensive plan, therefore there would be possibly other requests for revisions in the plan in the future. Please print these comments and share them with other Plan Commission Members. Thank You.

Michael R. Nelson  
741 Orion Trl  
Madison, WI 53718  
Classification: UNCLASSIFIED  
Caveats: NONE

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**I am a three-year resident of Grandview Commons.**

**I am writing to ask that you do not allow changes to plans that would allow big box retail in Grandview Commons. Please do not allow conditions to be set that would allow development in our residential district that will damage the established quality of life.**

- Currently the neighborhood plan calls for 25,000 square feet of commercial retail. The proposed 65,000 square foot big-box grocery store is vastly different from the original plan.**

- The comprehensive plan is currently zoned for neighborhood mixed use and has no provisions to accept big-box style stores in Grandview Commons.
- Last spring, members of the Plan Commission clearly spoke against Roundy's initial big-box proposal in Grandview Commons, citing size, no compete clauses, and neighborhood concerns. They asked Roundy's to submit a proposal more in line with neighborhood and Comprehensive Plans.

Since the above concerns remain a constant, it is alarming that consideration for such drastic land use changes, which could diminish the quality of life we enjoy at Grandview Commons, would even be considered.

Thank you in advance for helping to take a stand on responsible development for our community!

Peter Anderson  
 809 Callisto Drive  
 Madison, WI 53178  
 Email: [sherwig@kraft.com](mailto:sherwig@kraft.com)

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 Hello,

I'm writing to voice my objection to the proposed change to the Grandview Commons Comprehensive Plan. I support sustainable, responsible retail for our neighborhood. Changing the original plan of 25,000 square feet of retail to 65,000 square feet of retail is not in keeping with the lifestyle and quality of life our family currently enjoys in our neighborhood.

We support retail development in our neighborhood and would welcome a grocery store, but not of the size Roundy's is proposing. We voiced our concerns at Roundy's proposal meeting last spring. Specifically we said the store is too big and does not consider increased traffic, pollution and noise pollution, and pedestrian access. Additionally they have a no-compete clause that would significantly inhibit the growth and development of other small businesses in our neighborhood.

As Roundy's is proceeding with their proposal for a 65,000 square foot store, they have clearly not listened to the residents whose business they claim to value. Alder Cnare also has not supported ALL of the viewpoints of the residents of our neighborhood. In her email to residents last week she did not share that there would be an opportunity to participate in the proposed land use discussion on the agenda at tonight's Plan Commission meeting. In fact, she only told us about a planning meeting with Roundy's that we are invited to participate in, but that we quote, "should not expect to make changes to the base parameters that come with this proposal....these include the location and likely, a store in the 60,000 square foot range." This is not fair to residents who, like our family, do not support a store of this size and would like a chance to have our opinions heard and considered.

Veridian Homes promised "new urbanism" when we bought our home in Grandview Commons just five years ago and it's one of the main reasons we chose to buy a home in Grandview. We love the idea of new urbanism because it means:

Mixed income housing  
 Walkable access to parks, retail and neighborhood amenities Sustainable development Less car/truck traffic and more pedestrian traffic A safe community for our children Responsible

retail that allows for small businesses Stores that do not overwhelm and take over the neighborhood, but that are one part of the overall neighborhood Lots of green space

A grocery store in our neighborhood should reflect those values. Please do not vote to supersize our neighborhood. Please keep to the original plan of new urbanism and sustainable development and limit retail development to the original 25,000 square feet.

Think of Jenifer Street Market in Madison - what a wonderful example of new urbanism! That's the kind of responsible retail our family wants for Grandview!

I am respectfully asking that you please print this email and share it with all members of the Plan Commission prior to the discussion at 5:30 this evening (11/8).

Sincerely,

Tara White and Armando Hernandez, Residents  
637 Copernicus Way  
Grandview Commons

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As a resident of Grandview Commons, I am voicing my veto for the plans to change the comprehensive plan for this neighborhood. Our neighborhood is a small community, and a food store of this size is out of proportion to the area. A food market would be wonderful, but not over 25,000 sq ft as zoned for this area. The original plan was correct.

I bought my home in good faith of the zoning plan in order to have a good quality of life in this development. Now Veridian wants to change the plan to the benefit of the company, not the community.

**I am asking that you all vote against any changes or amendments that would accommodate the big-box Roundy store.  
Our neighborhood is zoned for mixed use, and not a shopping center.**

**Sincerely  
Roi Solberg  
734 Copernicus Way  
Madison WI 53718  
608-224-4220**

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Dear Lauren,

We support your honesty and dedication to this process and your to position as alder. Don't be deterred by those who would discredit you. What people say (about) and do (to others) is clearly a reflection of themselves.

We support the development of the grocery store, and hope we can avoid more of the same eye sore development already existing along Cottage Grove Road. I trust that the architects involved will use their creativity to match the aesthetic of the neighborhood, and creatively develop parking areas that are welcoming rather than daunting.

I am curious and a little concerned to know what other retail might pop up in addition to Copps. Home Depot? Costco? Fridays? What can Roundy's and the city do to help us encourage local businesses to thrive collaboratively in the space? Hooray for the Great Dane! Love Stacey Dental! Grandview Library? Can't wait.

I welcome Copps as my neighborhood grocery store. Copps, please remember that it is a neighborhood, and that we will look upon you every day as we return to our homes.

Sarah Mattison Buhl  
617 Milky Way

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To Plan Commissioners,

I strongly oppose the process that appears to be proceeding to amend the Comprehensive Plan, regarding item 20411 and specifically Map V. This pertains to the construction of a large grocery center, the size and design of which has not been properly vetted or even discussed in its present form with the residents of either the Richmond Hill or Grandview Commons neighborhood.

Information was originally circulated for a multi-use commercial development, including a grocery store in the size range of 25,000 sq. ft. There has been no discussion of anything different or larger than the original proposal and no new information has been circulated for months. Despite this, my Alderperson, Judy Compton, advised that this agenda item was coming up today.

I believe this is an inappropriate use of the amendment process, which circumvents the residential approval process and arbitrarily gives allowances to the developer for a larger facility, i.e. up to 65,000 sq. ft. Not only has a larger facility not been approved by area residents, it is unclear to my knowledge whether the majority of residents approved of the original proposal. I do not want the City to be a participant in supporting a special interest over its residents. I request that this amendment be tabled until such time as any new proposal can be properly vetted and discussed with area residents - those who will need to live with such a facility in their midst.

Thank you,

Mike Ales  
6026 Fairfax Lane  
Madison 53718

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To Whom It May Concern,

I am a resident of the Grandview Commons neighborhood and I am writing to express my concern possible changes to the comprehensive plan that would change the zoning in order to accommodate a large grocery store in my neighborhood. I had intended to attend the meeting tonight, however was unable to with a change in plans.

We are new residents, having lived here less than a year. The main reason we chose this neighborhood was the quiet, small town feel we found here. I was extremely disappointed to hear that the dreams we had for living in this area may be dashed by the addition of such a huge grocery store and additional retail space.

I strongly feel that a 65,000 square foot grocery store in this particular location is irresponsible, wasteful, and unnecessary. Three minutes up the road there is a Sentry, and six minutes the opposite way is a Piggly Wiggly. Woodmans, Hy-Vee, and Willy Street Co-op are also more than close enough to serve the needs of our community as well as the surrounding communities. Especially in this time of economic downturn and hardship, I cannot understand the need to pull business away from these other stores while disrupting the Grandview Commons neighborhood and negatively impacting the home values for many in our community. This is a family friendly neighborhood. Our children are able to safely play in our parks and cross our streets. People are able to enjoy the quiet and peaceful neighborhood in which they have chosen to live. To disrupt that in order to accommodate a completely unnecessary and wasteful retail space would be hugely disappointing for those of us who have made this neighborhood our home, and highly irresponsible of those who would choose to make this decision.

As I am sure you realize, there is already an area very nearby that is zoned to accommodate such a large store. I sincerely hope that you do not change the zoning to accommodate this sort of retail space in the neighborhood we call home.

Thank you for your time and for considering a responsible plan for this community.

Sincerely,

Anna Dworak

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Hello,

Thank you for taking the time to review our family's concerns about the Copps Store. We purchased our house almost 7 years ago under the assumption that the neighborhood would contain retail space. We embraced that idea wholeheartedly. That is why it saddens us to hear continued discussion regarding the Copps Store. It will be a detriment to this neighborhood in terms of increased traffic which will compromise the safety of our children and neighborhood. There's already a marked difference in traffic because of the new homes being built in our neighborhood. We do not believe a small store isn't a viable option in our neighborhood. Jenifer Street Market and the Williamson Street Co-op are such examples of small stores that thrive on the community walking to its store: the same vision Copps has for this store.

Again, thank you for thoughtfully considering our concerns.

Dean and Josie Matuszak

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I would like to make a correction to my previous email. I oppose the building of a "65,000" square foot grocery store in our development as it was not what we were told by Veridian what was originally planned.

Mary Dwyer  
729 Copernicus Way  
Madison, WI 53718  
222-2785

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Dear Mr. Waidelich,

I am writing in support of the proposed grocery store for Grandview Commons. I believe it is a better option than having apartments or other industry located on that site. Having said that, it only seems fair that the grocery store be situated where homeowners were originally told that the store would be located.

I would like the plan commission to know that there are many of us who live in Grandview Commons who welcome a nice grocery store at the top of the hill. Please feel free to share this message with others who may need to see support for the store.

Victoria L. Clark  
545 Galileo Drive  
Madison, WI 53718

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TO: Members of the Plan Commission and Planning Department Staff

RE: Plan Commission Agenda Item #1, Legislative File ID 20411

At the April 26, 2010 meeting of the Plan Commission, representatives of a development team made a presentation for a large grocery store in the Grandview Commons neighborhood. There was much opposition expressed by numerous residents of the neighborhood.

In a letter dated May 28, 2010, I summarized the many reasons for opposing the developer's proposal. There is no need to repeat the reasons here but please keep in mind that a very large, big box grocery store is not a good fit in a residential community. Such a structure, along with the related business activity, would render two very nice neighborhoods as undesirable places to live.

In my same letter I expressed concerns that the developer might end run the process and ask the City to change the comprehensive plan prior to submitting a formal application. Apparently, our concerns and fears were justified. Please do not amend that portion of the comprehensive plan (Map V) that would allow a 65,000 square foot structure. The existing neighborhood plan permits a grocery store of 25,000 square feet which is more than adequate for the area.

You should take this opportunity to put this matter to rest permanently by removing it from further consideration.

Thank you for your consideration.

Paul Reilly  
1218 Alexandria Lane  
Madison, WI 53718  
221-0274

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Dear Mr. Waidelich,

As a resident of Grand View Commons I very much oppose a 25,000 square foot store in our neighborhood. When we built six years ago we were told by Paul, our Veridian salesperson, that they were planning a "small" boutique like store and we thought that was a great idea and wonderful for the neighborhood.

Had we known six short years ago that a large supermarket was going to be built two blocks from our home we would have either picked a different lot or not build at all. I feel this will bring our property value down and increase traffic. Already we have a problem with semis parked across the street from our lovely park and I find it irritating.

I can't think of another grocery store in Madison that is tucked into a residential neighborhood encroaching on homes.

Thank you for your time.

Mary and Jim Dwyer  
729 Copernicus Way  
Madison, WI 53718  
222-2785

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**I do not support any amendments to change the comprehensive plan that would accommodate big box retail in our neighborhood. Please pass this along to those that will be considering this change. I do not believe that a 65,000 square big box store belongs in this "small box" neighborhood and most likely would not succeed. I am very concerned about being left with an empty big box - as happened in the Sherman Ave/Northport neighborhood a few years ago. Copps pulled out and I believe that much of the building is still empty. That neighborhood is much larger and could not support the store.**

**Emily Ford  
1214 Alexandria Lane**

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I am writing in clear SUPPORT for the Copps being built in Grandview Commons. I really did buy a home in Grandview to have the convenience a Copps grocery store would provide. I trust my alder, the city planners, David Simon, and Roundys--with neighborhood input--to negotiate the details of this welcomed addition to our neighborhood. It is my belief that *only* a store the size being proposed will be able to survive in our current and future economic climate and we need it to anchor other commercial development. I am a real person with real financial constraints and boutique stores are NOT anything I'm interested in.

Thank you for your hard work on this project.

Janice Munizza [jmmunizza@gmail.com]

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Regarding the proposed new Copps Store, I think is being built in the wrong place. It should be located along the intrastate at the end of Milwaukee Street and Sprecher Road in the business park. The loading docks for trucks could face the intrastate and then the noise from the trucks coming and going and idling would bother no one. Down the road an exit onto the intrastate can be added and would bring much more business to Copps Store. Where the Doric Lodge is from the corner down would be a perfect place for a Stop and Go type gas station and store open later hours and needed very bad in our area. I read Wal-Mart will quit building BIG BOX STORES and now go smaller! To me this whole thing is UPSIDE DOWN for the neighborhood. Maybe Veridian and Copps can swap properties and start over. Big or small get things going fast we need a store and gas station. Ken Deane

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Dear Mr. Waidelich and Alder Cnare,

I am writing in response to the proposal to modify the Sprecher Neighborhood Development Plan (NDP). The proposal, as you both well know, is to locate a 65,000 square foot Copp's store on Cottage Grove Road abutting residences in the Grandview Commons development. I am firmly opposed to this proposal.



I am not a resident of Grandview Commons but live in a Birchwood Ridge condominium approximately 1,000 feet to the east of Grandview Commons. Since I am assuming you will hear from Grandview Commons homeowners whose homes would be literally in the backyard of the Roundy's store, I will refrain from "piling on" in that regard. Instead, I would like to briefly cover some of the "back story" on this issue.

I was a member of the McClellan Park Neighborhood Association (MPNA) Board when the association was formed. The MPNA is bounded by Milwaukee Street on the north, Sprecher Road on the east, Cottage Grove Road on the south, and I-90/I-94/I-39 on the west. As the MPNA began to "start our engines," neighborhood development was at the top of the list of issues of concern.

I served as Chair of the MPNA Development Committee for several years.

Our development committee worked closely with Veridian, DSI, Oak Park Place, Homburg, Nelson Brothers (Rustic Acres), and a number of other developers as our neighborhood continued to grow. Our goal was to ensure that any development proposals reflected the "New Urbanism" which led many of us to purchase homes here. A coffee house and a neighborhood bar/restaurant were early settlers. We met with many other folks from Vandewalle and Associates along with other designers to review ideas for commercial and retail businesses in our neighborhood. We were very excited to learn that a public library branch is destined to locate within our boundaries. We also actively pursued the possibility of a retail food store to serve MPNA residents. We made a pitch for Brennan's which, obviously, did not pan out. A store like Brennan's would fit the model of our neighborhood perfectly . . . close enough to walk to, large enough to meet our grocery needs, yet small enough to fit in and not dwarf the rest of the neighborhood.

A 65,000 square foot store, or any size store in that category, would be a giant in the land of Lilliputians (OK, a slight overstatement but you get the idea). It would destroy the character of the McClellan Park Neighborhood and Grandview Commons in particular. Those residents, who would be unlucky enough to live in close proximity and who would be subject to the noise, traffic, pollution, etc. that inevitably would result when a large-size supermarket locates there, deserve to be heard. While this is certainly a matter of property values, it is my belief that quality of life issues trump all.

I acknowledge that some residents support Roundy's plans but please recognize that a significant number of us do not. And also please remember that this proposal flies in the face of 6-plus years of MPNA history.

I would appreciate it if you could share this with the other members of the Plan Commission. I would be happy to respond to any questions or concerns.

Sincerely,

Alan M. Sweet

6321 Buford Drive  
Madison, WI 53718  
Home: 608.443.0761  
Cell: 608.469.7351  
email: [the2sweets@att.net](mailto:the2sweets@att.net)

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We strongly oppose the process of changing the Comprehensive Plan, item 20411, specifically amendment Map V. It is imperative that the interests of the residents are valued more than that of commercial developers. The Comprehensive Plan as it is now was developed to improve quality of life. Any changes to the plan must be thoughtfully considered and thoroughly vetted; not whimsically altered to further a special interest. The process to develop the Comp Plan was an extensive one and I don't agree with the proposed change. Please do not alter the plan!

**For months information transmitted to the Richmond Hill Neighborhood and neighborhoods north of Cottage Grove Road has been that nothing was happening with a grocery store.** We are unsure if these amendments were something in the works prior to applicants stepping back or if it was the result of intense discussions with the parties. **All of our information indicates no change** and yet we see this on the agenda! This was unexpected, but luckily I was made aware of this by Alder Compton when she opened the agenda for this week. **PLEASE DO NOT amend the comprehensive plan as this is not something that residents want to happen. I believe that our Alder is well aware of the feelings in our district, but Alder Cnare is pushing this through without regard to the thoughts of neighbors south of Cottage Grove Road.**

THANK YOU!

Sincerely,     **Amy and Ted Szalkowski**  
                  **6002 Fredericksburg Lane**  
                  **Madison, WI 53718**

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Hello Alder Cnare,

Thank you for the emails keeping me informed on the status of the proposed grocery store and amending the Comprehensive Plan.

I understand no action will be taken on the Comprehensive Plan on Monday night but I have also heard that Roundy's has a permit to excavate the site already so I have no idea how close to reality this is.

So I am taking this opportunity as a resident of GVC to share my thoughts with you for future consideration when action will be taken.

It seems like many parties recognize the 65,000 sq ft store as too large and not ideal for this neighborhood but have been waiting for a long time and think we should take it as it is better than nothing. I agreed with that notion back in April but now I'd rather wait. I'd rather wait a few years and have GVC be what it was intended instead of compromising now because of an opportunity. I expect the chances of the right size market coming along should improve with the Great Dane moving in as well.

I'd rather wait for the right size.

Thank you Lauren Cnare,

-Geoffrey Hoffman  
[geoffrey.hoffman@hoffmanmc.com](mailto:geoffrey.hoffman@hoffmanmc.com)

630 Copernicus Way  
Madison, WI 53718

608-221-2307