

From: Jenna Klink
Sent: Tuesday, April 12, 2016 9:57 AM
To: Parks, Timothy; Demarb, Denise
Subject: KwikTrip

Hello,

I live at Woodvale Dr and am concerned about the process for the KwikTrip going up at cottage grove and acewood. I heard Jenny St Market inquired about the space as well. Can the process be slowed down to accommodate other potential developers? We do have plenty of gas stations already in the area.
Jenna Klink

From: Kyle Magyera
Sent: Tuesday, April 12, 2016 7:04 AM
To: Parks, Timothy; Wendt, Jay
Cc: Katie Magyera; Demarb, Denise; Hall, Amanda
Subject: Proposed Gas Station at 4602 Cottage Grove Rd.

Mr. Parks,

I have submitted a few letters on behalf of the focus group in regards to the gas station proposal at 4602 Cottage Grove Road. I was encouraged to also submit something on behalf of my wife and myself.

We live on Ferris Avenue, a 5-minute walk from the old Sentry lot. We walk often in the area. We bike frequently to restaurants and businesses on Atwood, and whenever possible, bike to our jobs downtown and near Williamson Street. Biking and walking conditions at the Acewood and Cottage Grove Road intersection are currently poor and a barrier to biking as a primary mode of transportation.

For example, traffic patterns by the Citgo put us in conflict often with automobiles. Just last week, there were reports that a biker was hit by a vehicle by the Citgo gas station. We're very concerned that the "grab and go" nature of a gas station and the dependence of moving vehicles in and out at high rates will only worsen the poor walking and biking conditions. At the very least, we would expect them to remain status quo.

After reviewing the planning and economic development literature, there are few to no studies or reports that indicate that a gas station is a viable mixed-use development anchor that stimulates investment and redevelopment. In fact, most of the literature argues the opposite: that a gas station can hurt property values and prevent redevelopment in nearby areas. This is especially concerning for the fate of the Rolling Meadows Shopping Center - an area in desperate need of redevelopment.

It is not a smart planning decision to allow another gas station into a market that is saturated with gas stations. For one, there are serious public health questions regarding contamination and exposure to pollutants with an increased density of gas stations and a current built environment that discourages an active lifestyle. There are more serious questions about what might happen to the surrounding businesses and parcels if the proposal were approved. The Citgo and any future gas may be forced out of the market completely. Trading one vacant lot for others would only hurt property values and hinder orderly development on the corridor. The literature also suggests that vacant lots, with existing fuel infrastructure, are among the most costly and difficult properties to remediate and redevelop.

The old Sentry lot is one of our greatest assets that, if developed thoughtfully, can help keep existing and lure new businesses into the area. The location of the lot provides us the best opportunity to transition the area into a walkable and bikeable shopping district. Our neighborhoods can't afford to give up that asset for another gas station; a proposal that only partly meets current zoning and is a far departure from what is called for in the comprehensive plan (i.e., a 1-story single use building that primarily serves motorists and not a mixed-use pedestrian-friendly development).

While a gas station presumably is an approvable use in the CCT district, the context is significantly different in a more residential area, as opposed to a heavier commercial district, such as East Washington. That context, therefore, should raise the bar for whether a gas station can be approved in the heart of our neighborhoods.

We don't believe that the applicant has met the burden of proof to clearly demonstrate that their proposal fully conforms to current zoning, the Comprehensive Plan, and even the Madison in Motion: Sustainable Transportation Master Plan. Another gas station is not the best land use for this location. We hope that the Plan Commission recognizes this fact and denies the applicant's request for a conditional use.

Thank you for your time,
Kyle and Katie Magyera
Ferris Avenue

From: Jeanne Nye
Sent: Sunday, April 10, 2016 6:02 PM
To: Hall, Amanda; Parks, Timothy; Wendt, Jay
Subject: Kiwi Trip Proposal

To Whom It Concerns:

I am writing to voice my opposition to the proposed Kwik Trip at 4602 Cottage Grove Road. First, I oppose the proposed Kwik Trip because it is overkill for gas stations and other small businesses in the food industry. We have some gas stations and small businesses which have loyally remained in this neighborhood for a long period of time. Rhetorically I ask, "Why would we squeeze them out of business and our neighborhood?" They deserve the same loyalty that they have shown us. How sad that these small business owners could not survive against this immense competition. The result? More empty lots. That just doesn't make sense. Nor does it make sense that it just draws people away from these other businesses rather than bringing new opportunities to this neighborhood.

Second, I oppose the proposed Kwik Trip because it doesn't maintain the ambiance of a mom-and pop neighborhood of smaller scale businesses and many homes and apartments where people like to walk and ride bikes. More cars localizing at that corner? No thank you! A business like Kwik Trip would fit nicely over near Metro Market or other growing neighborhood which welcomes larger scale businesses.

It is my opinion that this proposal does not align with the long-term interests of the neighborhood. I don't recall that the surveys recommended another gas station, especially not one of this size.

Please include this letter with other reports provided to the Urban Design Commission, Plan Commission, and any other committees/commissions that will evaluate the proposal for 4602 Cottage Grove Road.

Sincerely,

Jeanne Nye
Portland Circle
Madison, WI 53714

From: Demarb, Denise
Sent: Saturday, April 09, 2016 7:44 PM
To: Joe Arkin
Cc: Parks, Timothy
Subject: Re: Planning Meeting

Joe,
Please direct your email to Tim Parks, who is the planner for the Kwik Trip proposal. Tim's email is tparks@cityofmadison.com Tim will make sure your email is forwarded to the plan commissioners.

Denise

Denise DeMarb
Alder District 16, Common Council President

To sign up for District 16 updates go to - <https://www.cityofmadison.com/council/district16/blog/>

> On Apr 9, 2016, at 4:28 PM, Joe Arkin wrote:
>
>
> Alder Demarb
>
> How do I make my voice heard in regards to the Kwik Trip planning meeting. I am unable to attend since I am out of town, but want to make sure that my opinion is weighed. Please advise on the process.
>
> Thank you,
>
> Joe Arkin
> Kingsbridge Rd
> Madison, WI 53714

From: Ingrid Hanson
Sent: Sunday, April 03, 2016 5:34 PM
To: Parks, Timothy
Subject: Please, no Kwik Trip

My husband and I live in Heritage Heights. We are not supportive of having another gas station in the old Sentry site. We already have too many gas stations on CGR and this site presents a unique development opportunity -- we deserve more than a gas station/convenience store. We would love to have something like a Jennifer Street Market at that site. Please do not hurry us into a 50 year decision by speeding the KT through. Gas stations are polluting and there is one a cross the street. Please give more time for input from those it effects.

Sincerely,
Jon and Ingrid Hanson
Twin Oaks Drive
Madison, Wi, 53714

From: Ingrid Hanson
Sent: Wednesday, March 30, 2016 6:52 PM
To: Parks, Timothy
Subject: Jennifer Street Market

Please help us get Jennifer Street Market in the old Sentry Site rather than a polluting gas station like Kwik Trip. Thank you, Ingrid and Jon Hanson
Twin Oaks Drive, Madison, WI 53714

Name: Chuck Coens
Company/Organization: Harley's Wine and Spirits
Address:
4521 Cottage Grove Road
Madison, WI 53714
Subject: Plans Kwik Trip at 4602 Cottage Grove Road.

I am writing as a very concerned business owner across the street from the proposed Kwik Trip. I am all for Kwik Trip revitalizing this corner. I just hope they do it without a liquor license. I took this store over in October of 2014, after the last two owner simply could not make a living with this store anymore. This is my second location and I run a good neighborhood liquor store. Five years ago this store was doing \$1,000,000 in sales. Last year I did \$660,000. This is not on how it's managed, it is on too much competition. I run 20% margins, so there is not much money left over after bills are paid. There are at least 10 outlets within 2 miles of this proposed site to get beer. If Kwik Trip gets a liquor license, I expect a 20% hit in sales. That will put my store out of business.

Kwik Trip's own Dave Ring has said in the neighborhood meeting, "if we don't get a liquor license, we will move forward. We will make our proposed beer cave into a pop and milk cave."

Kwik Trip will be just fine without beer sales.

Sincerely,
Chuck Coens
Harley's Wine and Spirits

From: Marlena Mraz
Sent: Thursday, March 24, 2016 1:32 PM
To: Parks, Timothy
Subject: Thoughts on KwikTrip development

Dear Mr.Parks,

Just wanted to share my thoughts on the KwikTrip proposal for the old Sentry location on the corner of Cottage Grove Rd and Acewood Blvd. I have attended some of the meetings pertaining to this spot and I'm just going to put it out there, I do not like the idea whatsoever. When you first look up KwikTrip online, you can find numerous accounts of criminal activity associated with KwikTrip locations in Wisconsin, already in 2016. One of the KwikTrip presenters at the last meeting said that they were hoping to make the proposed development a 24-hour business. They also claimed that crime at their stores only happens in bad neighborhoods. Our neighborhood has several low income properties surrounding the proposed development, where some parents don't know or care what their children are doing. We already see police cars and criminal activity around the apartments on a regular basis. And in general, walking past

feels unsafe. The proposal is calling for more crime, which would make this neighborhood even less safe for young families and couples. Furthermore, who needs a KwikTrip when there are five or more gas stations on Cottage Grove Road? And don't get me started on the liquor license. There are already more than enough places for people to buy alcohol, tobacco and lottery tickets on Cottage Grove than we need. How can KwikTrip say they're going to make our community better if their plan is to take out other gas stations. It's not benefiting our community if the gas station across the street goes out of business. Then there's another vacant property on that stretch. What will then happen to the underground fuel tanks? I'm sure it doesn't help the environment or the community. Plus, there are so many better things that could be in that location. It could be re-zoned to allow for quality, walk-able shops and venues. This would make the existing neighborhood more attractive to families interested in moving into our community. Think about a nice cafe or bakery. Or a small organic co-op that can close the gap between Woodman's and Metro Market better than any convenience store could. Even a full-service bicycle and fitness shop that offers bicycle rentals would be beneficial to our community, considering the bike paths in the neighborhood. At the meetings, more older residents than younger residents seemed in favor of the proposal. Not so much for the convenience store, but more for the landscaping KwikTrip is proposing . Who's going to be in the community longer? It would be more beneficial to listen to the younger resident. Plus, more younger families are not going to be attracted to an area heavily saturated with gas stations, convenience stores, alcohol venues and sketchy apartments. I think that many of us in the neighborhood would like KwikTrip to take a quick trip back to where they came from.

Thank you for your serious consideration,

Marlena

From: Christina Mullen
Sent: Wednesday, March 23, 2016 7:50 PM
To: Parks, Timothy
Subject: Against kwik trip on cottage grove road and acewood

Hi Tim,

As a resident of the Heritage Heights neighborhood, I wanted to contact you about my thoughts on Kwik Trip. I heard about the meeting tonight but was unable to attend.

I don't think another gas station is the right development for our neighborhood in that location. The neighborhood needs growth rather than sticking with the status quo. If inexpensive walkable groceries are the benefit of Kwik Trip, I think there are other options that don't involve a gas station open 24 hours.

As a resident who plans to stay in the neighborhood for the next 50 plus years, I would like to see that corner get developed into restaurants, walkable local businesses, bike path access, coffee shops and neighborhood community center (similar to Goodman).

If we think toward the future, we have to be more adaptive to the times. A gas station does not add anything and actually would stall growth in that area. Please consider these thoughts as you review the Kwik Trip Proposal.

Thank you,
Christina and Wesley Stefonek

From: Kyle Magyera
Sent: Wednesday, March 23, 2016 4:31 PM
To: Parks, Timothy
Cc: Lauren Cnare; lara kenny; Matt Ida; b; wendy ellis; Christopher Johll; Andy Meeks; Hall, Amanda; Demarb, Denise; Cornwell, Katherine
Subject: 4602 Cottage Grove Rd. & Recap of 3/16 Neighborhood Vision Meeting

Tim,

On behalf of our focus group, I submit this letter for your consideration and inclusion in the materials on the proposal at 4602 Cottage Grove Rd. The letter includes a summary of the assets, gaps, opportunities, and threats that were identified by the residents that attended the meeting hosted by Amanda on Wednesday March 16th. We have noted the themes from each of the discussions. Despite our undeniable opposition to the Kwik Trip *at its current location*, we believe this summary is an unbiased portrayal of what was discussed by residents and should match the notes taken by Amanda.

Thank you for your time,

Kyle Magyera

From: Kyle Peterson
Sent: Wednesday, March 23, 2016 2:18 PM
To: Demarb, Denise; Parks, Timothy
Subject: Comment on development of former Sentry at Cottage Grove and Acewood

Dear Denise Demarb and Tim Parks,

My name is Kyle Peterson and I live on Camilla Road in Madison. I am unable to attend the public meeting this evening, but I would like to give you my comments about the proposed use of the former Sentry lot on Cottage Grove/Acewood.. I do not think this neighborhood needs another gas station nor do I think it would add value to the area. The corner of Cottage Grove/Acewood is prime for development that can grow with this increasingly popular neighborhood. A large interstate-style Kwik Trip gas station at that location would deter other local businesses from investing in the area, thus causing the neighborhood to remain stagnant. Given the current limited options of walkable/bikeable restaurants in the area, I would rather see the location developed to welcome restaurants, cafes and small shops to help increase the value of the neighborhood.

Thank you for taking the time to consider my comments.

Kyle Peterson

From: T C
Sent: Wednesday, March 23, 2016 1:42 PM
To: Hall, Amanda; Parks, Timothy
Subject: Comments: Proposed redevelopment at 4602 Cottage Grove Rd

Ms. Amanda Hall and Mr. Tim Parks,

I am a resident of the Rolling Meadows neighborhood and writing to voice my concerns with the proposed redevelopment at 4602 Cottage Grove Rd. I will not be able to attend the upcoming public meeting (March 23, 2016) about this project, so wanted to provide my thoughts in writing for your consideration.

I am aware that the proposed redevelopment involves building a Kwik Trip 'convenience store' at the site, which I am strongly opposed to. The information I've seen presented to date attempts to paint Kwik Trip as a 'convenience store' rather than a gas station, primarily due to their inclusion of bakery and a few grocery items inside the store. To steal an old saying from my grandfather – If you put lipstick on a pig, it is still a pig. In the same light, if you sell bananas and donuts at a gas station, it is still a gas station.

Whether you call the proposed Kwik Trip a convenience store or a gas station, any services provided are highly duplicative with those already available in this area. The existing Walgreens store across the street very adequately serves the neighborhood need for a quality convenience store. Gas is available directly across the street for eastbound traffic on Cottage Grove Rd., and at Atlas Drive for westbound traffic. There is absolutely no need for a third gas station in a 2 block reach. To be clear, I have no issue with Kwik Trip as a business and often use their stations when I travel. However, I do believe that having one at that site is not going to improve the look, feel, or functionality of the surrounding neighborhoods in any way, nor provide any benefit the people that live here.

The loss of the Sentry store at this location has created an opportunity to better the neighborhood and surrounding communities via inclusion of a beneficial, useful business that will provide jobs without being duplicative of existing area businesses. I believe that the proposed Kwik Trip station will only serve to stagnate the character of this neighborhood by providing more of the same, and stifling any opportunity to change or improve neighborhood's character as time goes on.

We need to be thinking bigger than just this particular site, and in seriously considering this Kwik Trip proposal I don't believe that you are. Any development at this site is going to set the stage, and be the cornerstone for, future growth/development of the adjacent mall area. If the message that is sent with this development project is that we want cookie-cutter business models and speedy delivery/service (aka 'convenience' and nothing more), we are going to continue to attract nothing better than the take-out food type businesses that currently exist in that mall and provide little to the community in terms of quality of life, reasonable jobs, or contributions to the tax coffers (particularly since much of the adjacent mall area remains empty without a solid cornerstone business to build around).

I do not have a silver bullet to offer you in terms of a proposal for this site. It is not my job to develop such a proposal. It is however your job to find one that meets the needs and desires of the surrounding community (and your constituents), and I hope you will seriously consider other options, even if it means waiting until a proposal more beneficial to this neighborhood and it's residents comes along. Good things come to those who wait - please do so.

Tom Cichosz
Vernon Avenue

From: Elizabeth Folberg]
Sent: Tuesday, March 22, 2016 4:18 PM
To: Parks, Timothy; Demarb, Denise
Subject: 4602 Cottage Grove Road

Denise Demarb, Tim Parks, and others of the Urban Design Commission and Plan Commission:

I'm writing because I heard from a concerned friend and neighbor about the 3/23 meeting regarding the site of the former grocery store on Cottage Grove Road. I am unable to attend (because I will be conferences with the parents of my students at Stoner Prairie Elementary School). However, this is a matter of importance for the development of our neighborhood, and I feel compelled to express my hopes for our future.

My initial concern is that this business will compete with others that are already fulfilling community needs close to that location. There are three other gas stations within a couple of blocks of this location. Those gas stations and the Walgreens also fulfill the role of convenience store. I don't see a need for another service station, and I don't want to see those long-standing community businesses suffer.

Additionally, I'm concerned about the increased traffic of a large-scale gas station at this location, in the midst of the quiet neighborhood. The entrance and exit roads are not designed to handle more traffic there. There are families who walk and bike from the homes to the businesses that could be at increased risk from the additional traffic as well, if the intersections are not redesigned.

Lastly, and most importantly, I would like to see the space used for something that our area does need: more restaurants and shops that are walkable and bikeable. Restaurants and small shops add value to our community by making it more livable, pleasant, esthetically enjoyable, and friendly.

Thank you for your consideration,
Elizabeth Folberg
Dolores Ct.

From: Kyle Magyera
Sent: Monday, February 29, 2016 11:40 AM
To: Parks, Timothy
Cc: Lauren Cnare; lara kenny; Matt Ida; b; wendy ellis; Christopher Johl; Andy Meeks; Hall, Amanda; Demarb, Denise; Cornwell, Katherine
Subject: Proposed Kwik Trip -- 4602 Cottage Grove Road

Tim,

On behalf of residents in the Rolling Meadows, Elvehjem, and Heritage Heights Neighborhoods, including two whom sit on the Executive Board of the Rolling Meadows Neighborhood Association, I am submitting this comment letter for your consideration in the review of the proposed Kwik Trip at 4602 Cottage Grove Road.

We met with Alder Amanda Hall and discussed the content of this letter with her on Saturday. We will also meet with Alder Denise Demarb on Friday.

Besides the upcoming hearings, we'd welcome your thoughts on the best way for other concerned residents to submit their thoughts on the proposal. On that note, can you clarify the dates for when this proposal will be reviewed by the Urban Design Commission and Plan Commission? We've seen conflicting dates on the City's website and recent media coverage.

Please feel free to follow-up by email or phone with any questions. Thank you in advance for your consideration of the concerns shared by many residents of these neighborhoods. Copies of this letter will also be placed in the mail.

Sincerely,

Kyle Magyera

Tim Parks
City of Madison, Planning Division
Department of Planning, Community and Economic Development
215 Martin Luther King Jr. Blvd, Room LL100
Madison, WI 53703

March 23, 2016

Subject: Proposed Kwik Trip and Summary of 3/16 Neighborhood Visioning Meeting

Dear Mr. Parks:

This letter is sent on behalf of a focus group that has been collaborating with other city staff and our alders to initiate more constructive dialogue on the vision of the Cottage Grove Road corridor, and more specifically, the future of the Rolling Meadows, Heritage Heights and Elvehjem neighborhoods. On March 16th, in part upon our focus group's recommendation, Alder Amanda Hall hosted a meeting that allowed Rolling Meadows and Heritage Heights residents to discuss the assets, gaps, opportunities and threats of and to the neighborhoods. Our hope is that this meeting is the first of many meetings that helps lay the groundwork for a corridor and/or neighborhood plan.

In our opinion, the themes evident from the city-facilitated discussion suggest that the proposed Kwik Trip *does not* align with the long-term interests of residents in our neighborhoods. We hope that you will consider this information in your staff report and that the members of the Urban Design Commission, Plan Commission, and any other committees/commissions will have access to this information as they evaluate the proposal for 4602 Cottage Grove Road.

Thank you for the consideration of this information.

Sincerely,



Kyle Magyera

(signed on behalf of Lara Kenny, Matt Ida, Lauren Cnare, Beth Godfrey, Wendy Ellis, Christopher Johl, and Andy Meeks)

cc: Alder Amanda Hall, Alder Denise Demarb, Katherine Cornwell

Summary: Resident Discussion on a Vision for the Rolling Meadows and Heritage Heights Neighborhoods

On March 16th, 2016, a group of approximately 50 residents gathered at Kennedy Elementary School to learn about current trends in and plans for the neighborhood (e.g., traffic volumes, comprehensive plan), and to identify and discuss assets, gaps, opportunities, and threats.

Assets:

1. Parks, sanctuary, and green space
2. Proximity to bike path
3. Proximity to grocery stores (Woodmans, Metro)
4. Access to bus line
5. Police and fire stations nearby
6. MSCR and YMCA
7. Farmers market
8. Convenience to Hwy 51 and Interstate
9. Mature trees
10. Quality of homes and large lot sizes
11. Community gardens
12. Percentage of home ownership
13. Active neighborhood association(s)
14. Good schools
15. Diverse age groups (demographics)

Themes: Residents appreciate and enjoy the attractiveness and “established” nature of our neighborhoods (e.g., mature trees, open space), and the proximity or access to certain amenities (e.g., bike path, MSCR, community gardens, farmers market, grocery stores).

Gaps:

1. Infrastructure (e.g., storm drains)
2. Lighting on streets
3. Traffic calming devices to reduce speeding
4. Restaurants
5. Local shops and businesses
6. Sports bar
7. Dog park
8. Shopping district appearance (better design)
9. Aging fire station
10. Better parking at schools
11. Coffee shops
12. Direct and improved transit options
13. No traffic flow/volume mitigation
14. Safe walking and biking conditions
15. Improved public safety
16. Complete Thompson Drive
17. More locally-sourced food
18. More facilities at parks
19. Limited walking opportunities
20. Improved bike path connectivity

Themes: Residents are most concerned about the lack of amenities and destination-oriented “local” business that are safely accessible by walking and biking. Safety is also a significant concern, more so because of increasing traffic volumes and patterns, as well as the absence of traffic calming devices. Poor walking and biking conditions were strongly emphasized throughout the discussion.

Opportunities:

1. Encouraging more mixed-use development
2. Encouraging higher-density development
3. Improving walkability and safe access to bike path

4. Development around us (e.g., Royster Corners and Grandview Commons)
5. Redevelopment at Rolling Meadows Shopping Center
6. Addressing poor walking/biking conditions (goal suggested by city: “complete streets”)
7. Implementing traffic calming devices
8. Establishing new and improve existing parks, green spaces, and community gardens
9. Improving transit routes and features at bus stops (e.g., shelter)

***Themes:** Residents believe that the current and upcoming development at Royster Corners and Grandview Commons could attract similar mixed-use, pedestrian-and-bike-friendly, or higher density development at or near the Rolling Meadows Shopping Center. There is also an opportunity to reduce or mitigate current traffic patterns, improve transit options and access, and enhance parkland.*

Threats:

- | | |
|---|---|
| 1. Coyotes | 9. Unsafe walking and biking conditions |
| 2. Rising property values | 10. Declining school revenues |
| 3. Crime (e.g., vandalism) | 11. Lack of walkability |
| 4. More traffic | 12. Proposed Kwik Trip |
| 5. Too many gas stations | 13. Corridor caters to automobiles |
| 6. No to few local businesses | 14. Vacant businesses |
| 7. Poor snow removal practices | 15. Disjointed corridor due to Hwy 51 |
| 8. Missing better redevelopment opportunities | 16. Airplane noise |

***Themes:** In addition to concerns about public safety, the discussion on threats focused on or continued to circle back to the proposed Kwik Trip - or too many gas stations - as being a threat to the livability of our neighborhoods. Residents want to see better redevelopment that incorporates local businesses, especially sit-down restaurants, coffee shops, and similar establishments, and that reduces the need to drive and improves opportunities to walk and bike to areas along Cottage Grove Road.*

Conclusion

Based on the visioning and comments from neighbors, we believe that the desired buildings, land uses, and amenities are consistent with what the City has identified in the Comprehensive Plan and Madison in Motion: Sustainable Transportation Master Plan. Additionally, the Kwik Trip proposal, as it stands now, will struggle to meet conditional use standards, especially with regard to the ability or probability of neighboring properties to undergo orderly development and improvement. Without a neighborhood or corridor plan in place, we are concerned that the current proposal will not spur the desired urban style improvement at what is a struggling strip mall, and that projects will continue to be proposed in a haphazard fashion with little regard to the desired buildings and amenities that are needed today and in the future. This is an especially crucial time for these neighborhoods - as they approach their 60th year of existence - when they could support and adopt modern design and amenities that help us thrive, or regress with the outdated, undesirable suburban development that exists now and which likely will remain if another gas station is approved.

From: Cerro, Michael

Sent: Sunday, February 21, 2016 9:44 AM

To: Martin, Alan; Cornwell, Katherine; Parks, Timothy; Fruhling, William; Hall, Amanda

Cc: Beatty, Christine; Stroick, Jule

Subject: RE: Kwik Trip - Cottage Grove Rd and Acewood Blvd = proposed design

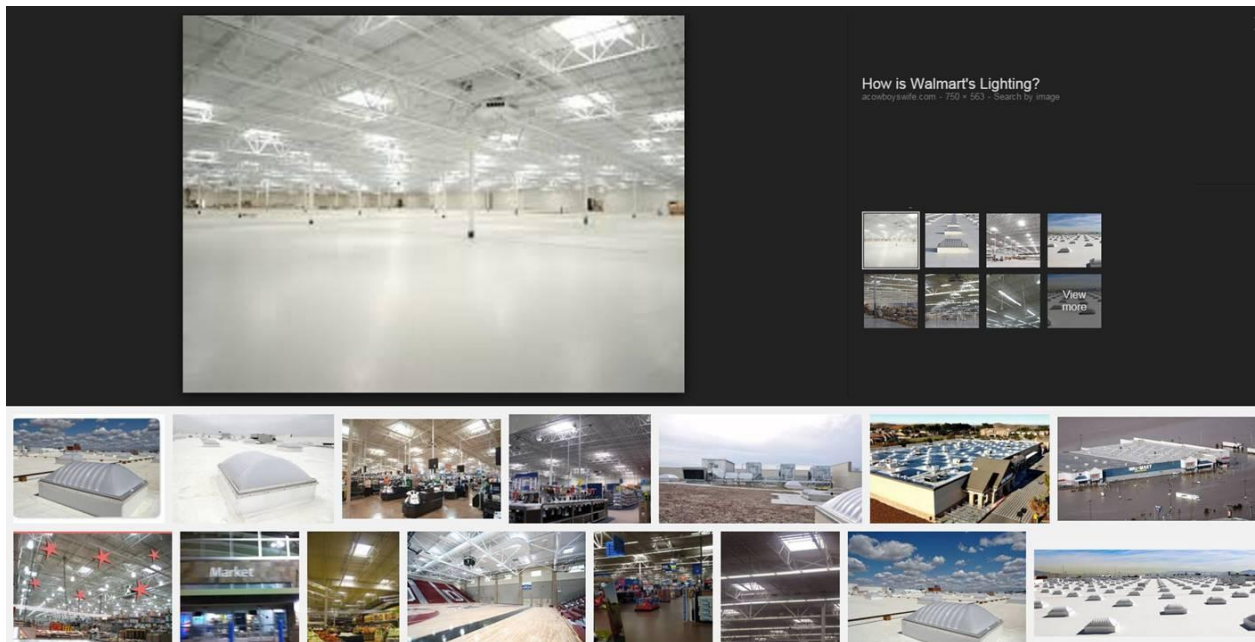
If I could suggest one more addition, that would potentially save on lighting or enhance the appeal would be for the canopy to incorporate skylighting, such as many businesses do now for interior lighting to supplement the need for artificial lighting.

Allowing for the natural light to come into the areas under the pumps (and perhaps inside the Kwik Trip store) would keep the need for artificial lighting down and enhance the appeal of the entire project.

Kwik Trip is known for its progressive ideas and this could yet be another example where they could lead by following the examples that Walmart and others have implemented. Many people on Nextdoor are expressing positive posts for the Kwik Trip at this location.

Thank you.

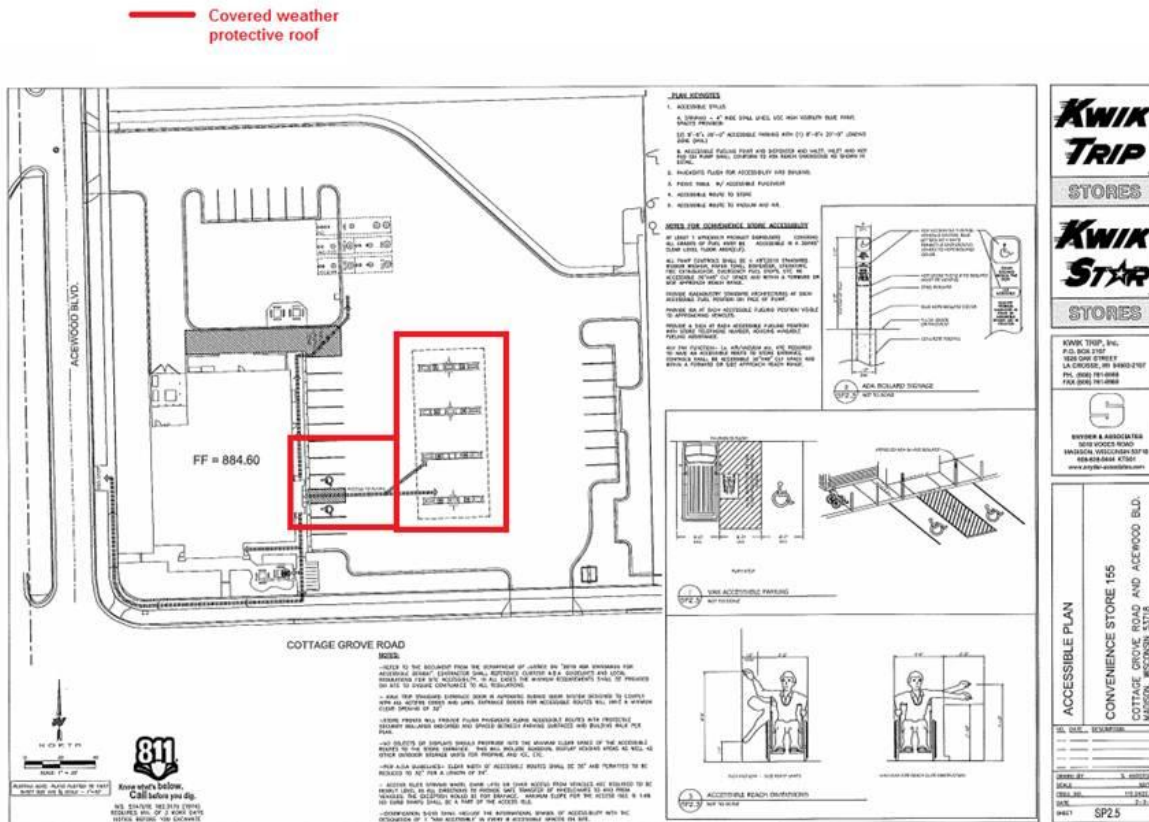
Mike Cerro



From: Cerro, Michael
Sent: Friday, February 19, 2016 2:49 PM
To: Cornwell, Katherine; Parks, Timothy; Martin, Alan; Fruhling, William; Hall, Amanda
Cc: Beatty, Christine; Stroick, Jule
Subject: Kwik Trip - Cottage Grove Rd and Acewood Blvd = proposed design

Dear Plan Commission, Urban Design Commission and Alder Hall,

I would like to suggest that the proposed Kwik Trip at Cottage Grove Rd and Acewood Blvd include a few proposed design changes.



Given the ever increasing number of elderly, handicap veterans, and in addition expectant and new mothers, it would be desirable for the proposed Kwik Trip to see a much larger covering over the pumps and a covered walkway from the pumps to the front entrance way that encompasses all the handicap parking stalls plus several stalls onto either side.

Obviously this is to keep driving rain, sleet and snow from encumbering upon these people who are attempting to use the new store. I'm quite pleased with Kwik Trip and they have raised the convenience store model up several notches by offering many grocery store staples.

They would further enhance the general experience of going to this store with this additional inclement weather covering.

Thank you for your consideration.

Mike Cerro
 Goldfinch Drive
 Madison, WI 53714

CITY OF MADISON

MAR 2 2016

Planning & Community
& Economic Development

Tim Parks
City of Madison, Planning Division
Department of Planning, Community and Economic Development
215 Martin Luther King Jr. Blvd, Room LL100
Madison, WI 53703

February 27, 2016

Subject: Kwik Trip Proposal and Redevelopment of Sentry Foods Lot at 4602 Cottage Grove Rd

Dear Mr. Parks,

This letter is sent on behalf of a focus group that will be initiating a neighborhood-led planning process to address and improve the livability of the area. We have started conversations with other city planners and intend to formally submit a request to obtain planning services for a neighborhood plan that addresses the needs and opportunities for amenities, housing, parks and open space, safety, and transportation in the collective neighborhoods of, at a minimum, Rolling Meadows, Elvehjem, and Heritage Heights.

Unfortunately, we are faced with reacting to a proposal and do not have key plan elements established to proactively inform dialogue on redevelopment proposals at the vacant Sentry Foods lot on 4602 Cottage Grove Road. We are writing to request that you consider and address the issues highlighted here in your staff report to the Plan Commission, Urban Design Commission, and any other city leaders or decision-makers that may weigh in on the proposed Kwik Trip. After reviewing the City of Madison's form-based zoning code and comprehensive plan, and for the reasons described below, **we believe that any approval or conditional approval would adversely undermine the interests of the City, and more so, the neighborhoods that would most benefit from development at 4602 Cottage Grove Road.**

- 1) To date, there have been no *meaningful* opportunities for residents, businesses, and other neighborhood leaders to constructively and unbiasedly discuss the pros and cons of the proposal, or more importantly, the preferred development scenarios for the parcel and adjacent Rolling Meadows Shopping Center. The December 16, 2015, meeting was convened and facilitated by representatives of Kwik Trip, and therefore, discussion was facilitated in favor of building support for a Kwik Trip. **We respectfully reject the notion that adequate neighborhood input has been solicited on this proposal.**
- 2) The proposal does little to address the needs of, or to enrich the character of the Rolling Meadows, Elvehjem, and Heritage Heights Neighborhoods. For years, the Cottage Grove Road corridor has lacked a sense of place and the amenities that make it a destination and area to congregate for residents. The corridor is dotted with out-dated development models (e.g., suburban-style strip malls) and commercial businesses that are common across the region and U.S. (e.g., Walgreens, PDQ, Subway, etc.). **In the absence of a neighborhood plan, please**

address how this proposal would or would not address the needs of this area - particularly in the context of the City's Comprehensive Plan.

- 3) This is an exciting and promising time for the Cottage Grove Road Corridor. Our neighborhoods do not want to be an afterthought as people pass through and between the Royster Clark and Grandview Commons redevelopments. The proposal does not create another viable, harmonious, or landmark anchor in between these ongoing mixed-use, pedestrian-friendly developments. Additionally, it does not help establish the corridor as a gateway into the city. **Please address how this proposal would or would not compliment these ongoing developments on the corridor.**
- 4) Current traffic flow and circulation patterns, as well as already poor walking conditions, will worsen with a business that depends on peak traffic demand and high volumes of consumers. Conflicts between pedestrians or bicyclists and vehicles will only become more common. **Please request or ensure that the Pedestrian Safety Commission scrutinizes this proposal carefully.**
- 5) Any argument that this proposal addresses the presence of a "food desert" is unfounded and simply not true. **Figure 1** shows the proximity of existing grocery stores and retail businesses. Improving access to food is a purported need and cannot be used to justify another convenience store, particularly at an intersection where a gas station already exists and Walgreens sells similar food items. Other locations on the corridor would make significantly more sense than the one proposed for this Kwik Trip. **Please fully consider this information in evaluating the purpose and need of the proposal.**
- 6) The current support for the proposal hinges primarily on the immediate desire and opportunity to replace a blighted development and concern that no other proposals will emerge (per feedback at RMNA Feb. 11, 2016 meeting, and comments left on NextDoor). This prime redevelopment opportunity at a busy and attractive intersection deserves patience and a process that does not permanently remove an opportunity for a mixed-used, pedestrian-friendly, and/or transit-oriented development.
- 7) Finally, we respectfully request that you address how this proposal does or does not address the goals, or purpose and intent, of the City's zoning code. In **Figure 1**, we have highlighted 12 relevant goals and note how the proposed Kwik Trip presumably contradicts those goals.
 - A. **Section 28.002(a).** The proposal does not promote land uses and development patterns that are consistent with the City's comprehensive plan. If a neighborhood plan did exist, it is doubtful that this proposal would promote the preferred development that represents the neighborhoods interests. In fact, in a survey circulated by former alder Lauren Cnare, a convenience store was not mentioned once as a preferred redevelopment for the lot.

- B. **Section 28.002(b).** The proposal could worsen public safety, especially if referencing the research that suggests crime rates increase at or near a convenience store location.
- C. **Section 28.002(c).** The proposal increases the potential for pollution and contamination that may result from gas spills, etc.
- D. **Section 28.002(d).** The proposal caters to the interests of motorists, and does not create a safe, walkable environment for non-motorized users of the businesses on the corridor.
- E. **Section 28.002(h).** The proposal facilitates the continued dependence on vehicles as the primary mode of transportation, and therefore, does not mitigate the current emissions of greenhouse gases that originate from vehicles in our area.
- F. **Section 28.002(l).** The proposal does not utilize attractive, well-designed, pedestrian-friendly site design or buildings that improve the human-scale dimensions of the parcel. The proposal calls for the same template that is seen in almost every Kwik Trip across rural, suburban, and urban Wisconsin. To be pedestrian-friendly, a proposal should have building placement along the street, street-front access, storefront windows, awnings, canopies, well-designed facades and lighting, public spaces, bicycle facilities, and a mix of building materials to emphasize the human-scale.
- G. **Section 28.002(m).** The proposal will do little to spur reinvestment in the adjacent Rolling Meadows Shopping Center and other parcels that are located on the intersection. In fact, longstanding RMSC businesses are already migrating to the more attractive Grandview Commons. More businesses will likely exit, and some such as Citgo may even be forced out of business.
- H. **Section 28.002(n).** The proposal does not significantly improve the quality of life in the area as to stabilize, protect, and enhance property values.
- I. **Section 28.002(p).** The proposal does not utilize innovative project design, nor incorporate mixed uses.
- J. **Section 28.002(r).** The proposal does not create a sense of place that gives the area a character or vibe that is unique and different from other Madison neighborhoods. No placemaking principles would be realized with an approval of a Kwik Trip.
- K. **Section 28.002(s).** The proposal is not pedestrian-friendly. A Kwik Trip is tailored to serve the needs of motorized users.
- L. **Section 28.002(u).** The proposal does not provide any housing or commercial building types.

Thank you for your consideration and close review of the concerns identified in this letter.

Sincerely,


Kyle Magyera


Lara Kenny


Matt Ida

Lauren Chare
Lauren Chare

Beth Godfrey
Beth Godfrey

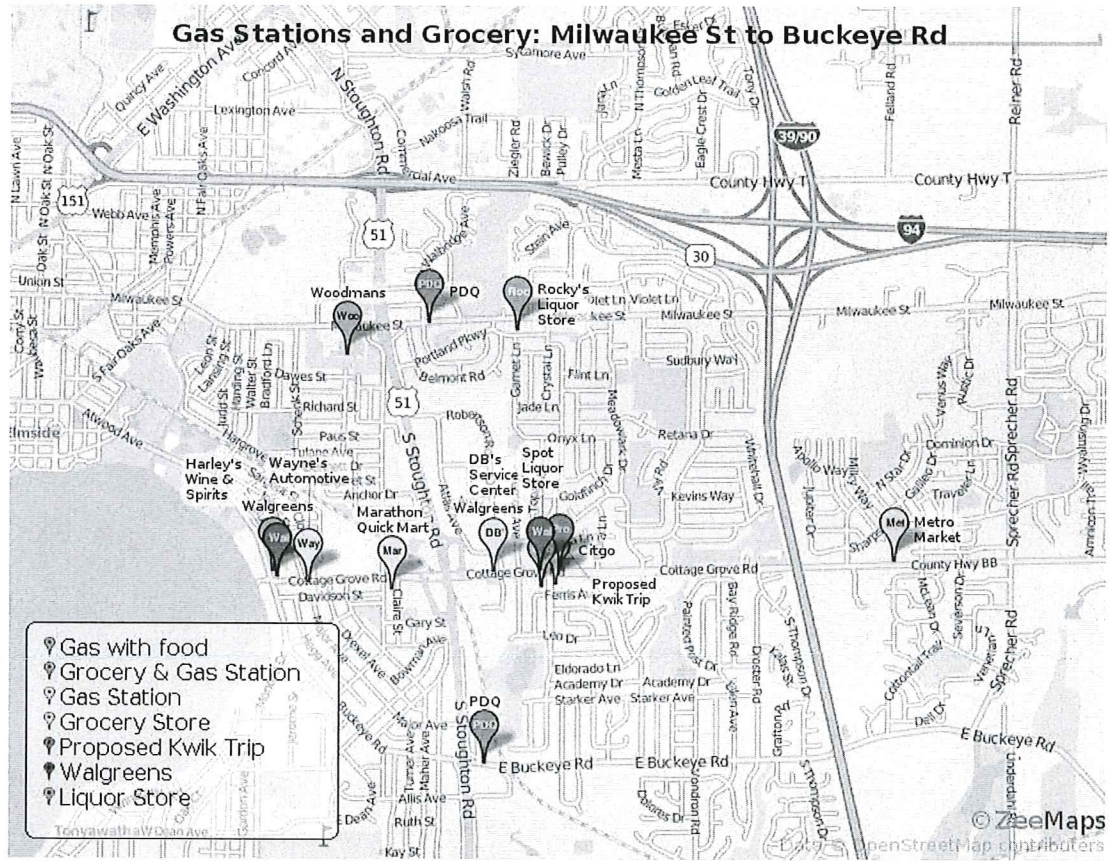
Wendy Ellis
Wendy Ellis

Christopher Johll
Christopher Johll

Andy Meeks
Andy Meeks

cc: Alder Amanda Hall, Alder Denise Demarb, Katherine Cornwell

Figure 1: Access to Grocery and Convenience Stores
Our neighborhoods already have relatively easy access to similar businesses as Kwik Trip.



March 28, 2016

CITY OF MADISON

Planning Commission
c/o Tim Parks
215 Martin Luther King Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

MAR 31 2016

Planning & Community
& Economic Development

Dear Planning Commission,

I would like to share my thoughts on the proposed Kwik Trip in the old Sentry location on Cottage Grove Road.

I have lived in the Elvehjem neighborhood for almost 20 years and in the nearby area for close to 25 years. The well-maintained ranch-style homes with sidewalks and generously-sized yards, Elvehjem Elementary School, wide and open parks and playgrounds, Sentry grocery store and M& I bank (at the time), YMCA, and other quality establishments in the area were what initially attracted us to this neighborhood. I don't remember whether the bike path was already constructed when we moved here or not, but I consider that to be another great asset to our community. Up to this point I've liked living here and consider our neighborhood to be a great place live and to raise a family.

I am not in favor of the proposed Kwik Trip gas station/convenience store. I do not see this as being an asset to our community. I see it as being a liability. I agree with those who've commented on the Elvehjem Facebook page that this location is a prime parcel of land which could be put to much better use to benefit the surrounding neighborhoods. Along with Elvehjem, Rolling Meadows and Heritage Heights are also neighborhoods made up of homes built around an elementary school – Kennedy Elementary School. Hence these are great neighborhoods for families with young children. However, to continue to keep and attract these families, the neighborhoods need to be safe and desirable.

Over the years, our neighborhood has begun to seem less safe. There've been recent incidences of home burglaries and vehicle break-ins and more questionable-looking vehicles and traffic coming through. I think that another gas station/convenience store at the corner of Cottage Grove Road and Acewood Boulevard will likely increase drug activity, robbery, theft, and litter (including cigarette and lottery ticket litter, empty beverage containers and convenience food packaging), making the surrounding neighborhoods less safe, clean, and desirable places to live.

A Google search on Kwik Trip doesn't change my opinion. There've been many instances of criminal activity associated with Kwik Trip locations throughout Wisconsin already in 2016 alone – most of them drug-related. I still like the Elvehjem neighborhood and would really like to stay here, but I'm pretty sure another gas station/convenience store at the intersection of one of the entrances to our neighborhood is going to make it less safe and less like the great neighborhood that I'd like to live in.

I am glad that MSCR is moving next to the old Sentry location and think this will be a positive addition to our neighborhood. It would be a great benefit for the surrounding neighborhoods if families and children could walk and bike there. However, given traffic and other safety concerns, I don't think many will want to walk or bike past a large gas station/convenience store on their way.

The stretch of Cottage Grove Road that the old Sentry is on is scheduled for resurfacing soon. I think this improvement will make this location even more valuable than it is already. I would love to see more neighborhood and family-friendly development of this location. A grocery (not convenience) store or fresh produce co-op, fitness and/or outdoor community area or set of quality shops/cafes that people could safely walk and bike to are just some of the things that would be better replacements for the Sentry store than a Kwik Trip, in my opinion; especially considering that there are already several gas station/convenience stores very close to this location. Gas stations and convenience stores may be convenient for passers-by, but they're not what attract families and people seeking healthy lifestyles and safety to neighborhoods.

My family and I went to a Kwik Trip this past weekend on the way to a state park. We knew about the proposal near our neighborhood and decided to stop in. It was a convenient place to get gas on the way to our destination, but I did not see very many healthy offerings in the store – it was, after all, a convenience store. As I listened to ABBA's "Dancing Queen" playing from under the canopy of the gas pumps I envisioned myself trying to enjoy a beautiful summer evening in our backyard and being able to hear music like that coming from the proposed nearby Kwik Trip location. It wouldn't be something to look forward to.

Please carefully consider the future of the Elvehjem, Rolling Meadows, and Heritage Heights neighborhoods as you decide whether Kwik Trip's proposal is good for this location – an intersection surrounded by three residential neighborhoods. Well-planned development consisting of quality establishments that provide healthy and positive products and services and that people can safely walk and bike to are an important part of what makes neighborhoods desirable. Please seriously contemplate how your decision will affect these surrounding neighborhoods and do what is possible to make and keep them great places in which to reside and raise families.

Thank you,



Kim Mraz

P.S. I've just recently spoken with a couple of other residents on our street. They also are not in favor of the Kwik Trip proposal, but they said what they really don't want to see in this location is more apartments. They want a grocery store.