

# Urban Design Committee

## Resident Response to Grandview Proposal

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December 7, 2011

To Members of the Urban Design Committee:

As a resident of Grandview Commons, the current proposal to change the Comprehensive Plan to allow for a big box grocery directly in a single-family residential neighborhood concerns me. The City of Madison has a great progressive tradition, something this currently proposal flies in the face of. When looking for a house, one thing that was of utmost importance to me was to have a Madison zip code. I made a conscious decision to live within this great city and not in neighboring communities where taxes would have been lower. That decision was easy; I would rather pay higher taxes and live in a community that believes in responsible development.

We settled on Grandview Commons because the neighborhood stood for everything we wanted- a smaller carbon footprint and a walkable neighborhood. We were informed that there would be a small grocery and a library, which sounded perfect. Now, it appears that the original promises have been broken for the sake of the almighty dollar. Grandview is faced with a precedent setting problem. The developer no longer seems to care what residents were sold and why they purchased there. Instead he wants to sell off the land to big box developers for a profit. The neighborhood is of no concern and money is the bottom line!

This proposal to amend the Comprehensive Plan is very troubling for numerous reasons. First and foremost, Roundy's has not submitted a formal application to the city and this proposal to amend the Comprehensive Plan and Sprecher Neighborhood Plans is a big what if. Once this is approved, it will not only open the door for a possible grocery with 55,000 plus products, but it could anything else if the grocery proposal falls through. Why is the city open to the idea of changing the Comprehensive Plan and Neighborhood Plans when the developer has not submitted a formal project application? I thought Madison would care great deal about having oversight over what happens, how it happens, and what it means to the residents.

Second, the developer very consciously designed a walkable neighborhood. Designing a neighborhood center with a parking lot the length of three football fields is not walkable; and it is the antithesis of the new urbanist concept. The possible proposal of a grocery that is over 55,000 square feet is not a walkable grocery - it is a mega mart that one utilizes for big shopping trips to restock and not for every day items.