

Date: December 07, 2011

#14

UDC Agenda: #24689, Amended PUD-GDP for Grandview Commons Town Center.

My family's concerns with the project before you are that it does not run consistent with the New Urbanist neighborhood we literally bought into when we moved to Grandview Commons. The proposed zoning change/development will create a sprawling effect along Cottage Grove Road vs. an attractive town center in the original location. If the current plan proceeds, the concept store will be a regional store and not a neighborhood store. In order to survive, Roundy's advised it needs to draw shoppers from surrounding communities. This will create heavily increased non-neighborhood traffic and safety issues for residents. The sales literature from Veridian "quiet streets and shady porches" will be a lost dream as our streets will not be quiet. Veridian also sells on the motto "Dream, Build, Live". We're at the living part, but do not want our standard of living to diminish.

During the Ped/Bike meeting, Mr. Munson advised there were several contingencies that needed to be met before Roundy's would agree occupy the space. What are those contingencies? What if the contingencies are not met? Do we get an even less desirable, less attractive big box? If Roundy's does occupy the location, will their non-compete requirements for nearby businesses reduce or eliminate the potential of the planned town center? My understanding is that the only part of the concept drawing that has current plans of actually being built is the big box and huge parking lot.

Current zoning for a big box is at Milwaukee Ave. & Sprecher Rd. Just because Roundy's wants a big box store on this site, doesn't mean it should be built there. The Neighborhood and City Comprehensive plans allow for a 25K sq. ft. grocery store in the town center. This is not consistent with those plans.

The vehicle traffic at Cottage Grove Rd., where there are not traffic lights, will be undesirable for drivers. Drivers will opt to enter/exit at the lights (planned to be at North Star and McLean). This will route drivers to enter/exit past the library location to get into the big box parking lot. Heavy traffic patterns and pedestrians (many of which will be children) just do not mix well. This is obvious and we all know that.

The single family home property values nearby will drop even further than they already have (given the housing market) and will thus trickle throughout the neighborhood.

The big box store and vast parking lot is not consistent with the current neighborhood and city plans and these plans should not be amended because a certain developer prefers this space over another (which is already zoned appropriately). This could set an undesirable precedent for our City's other neighborhoods.

Our family appreciates your time and commitment to Madison. We urge you to vote against this proposal.

Robert Hogan

UDC
Submitted comments
12/7/11
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