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Sent: Tuesday, December 13, 2011 11:24 AM

To: Martin, Al; Murphy, Brad; Waidelich, Michael; Cover, Steven; Soglin, Paul

Subject: Proposed changes for Grandview commons comprehensive plan

Dear Committee members

Please let me introduce myself. My name is Shawn O'Dell and I have lived in Grandview Commons on the far East side for nearly seven years now. During this time in Grandview, I have become the President of the Grandview Commons Condo Association and newly elected President of the McClellan Park Neighborhood Association. However, this email does not represent either of the associations named above but rather myself as a resident of Grandview Commons. Over the last 18 months I have been actively engaged in the proposed retail development project proposed by Roundys, Rolle Winters group, DSI and Veridian. During this time I have learned a lot about the political process that the City engages in while a project like this comes to light. I am thankful for having the opportunity to meet many different people during this time including a few of you. I would like to register my vote of opposition against the proposed retail development that has been brought in front of you.

My wife and I purchased our condo in 2005. During the purchasing phase none of the Veridian staff mentioned plans to change commercial development plans, nor build a retail space of at least 65,000 square feet. Over time, my wife and I learned about a comprehensive plan that called for a 25,000 square foot retail development which we fully support. My wife and I feel that putting a big box grocery store will do great harm to our close knit, family oriented award winning neighborhood.

The plan that has been brought before you is not accompanied nor preceded by a formal application for development., which leaves me asking "Isn't this process working in the wrong direction?" Furthermore, you are being asked to approve a plan by the current owner of the property to have it rezoned for sale. We can all show up at any of these meetings with wonderful pictures and ideas however, once the land is sold to another owner the plan can change. There has been nothing from the proposed buyer that says that the drawing is what they want to stick with, nor is it legally binding. Additionally, when this land sale goes through there will be no control by Veridian, DSI or the neighborhoods that surround the proposed site to ensure that there is a retail space appropriate in size and scale for this great neighborhood.

It has been suggested by a few people that a smaller grocery store would not have successful business with the current plans that call for a 25,000 square foot retail space. Many of the people in favor of the retail space point to the recent failure of two previous restaurants/ bars where the Great Dane is currently located. These people that merely making speculations as to these failures without offering any hard facts to support any of their claims. . Maybe it was because the rent that was charged to the prior businesses was too high? Maybe it was because of poor management? Maybe it was because of the bad economy that we hear about everyday? Something very interesting that not one of these people mention is the successful Great Dane in our wonderful neighborhood. In fact this Great Dane is so successful that the City of Madison had to add crosswalks, "No Parking" signs, has been approached about more lighting, has remodeled and expanded the 2nd floor, and has been asked about stop signs at the intersection where most of the traffic goes through. The Great Dane operates very successfully in the exact same location, without the support of an anchor big-box grocery, to the point that the City of Madison has had to spend extra money traffic control measures in response to increased need for safety.

This proposal to change our zoning, neighborhood plan and City of Madison Comprehensive plan, is nothing more than another business taking advantage of Comprehensive Plan revisions in order to profit at the expense of our beautiful neighborhood. During the last few years all of us have found ourselves watching our property values drop each year and yet none of us as came to the City of Madison asking for a change to zoning so we could try to benefit by doing something with our property other than the original intentions when we purchased our homes. Now my friends and neighbors find themselves fighting a change to approved thoughtful current plans so that current owner can make a very healthy profit at the expense of our neighborhood. We all know that Veridian is experiencing financial trouble from the recent article on the Channel 3000 website <http://www.channel3000.com/houseandhome/29444566/detail.html> when they announced layoffs but please ask yourselves how many people in this neighborhood are also having a hard time financially.

Please consider this proposal skeptically and cautiously, while keeping in mind all the residents whose homes and lives will be forever impacted if it is approved. Please share my letter with the other committee members.

Thank you for your time and dedication

Shawn O'Dell
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