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From: Roger Anderson [mailto:randersn@sbcglobal.net]
Sent: Wednesday, January 18, 2012 4:07 PM
To: Martin, Al; Rummel, Marsha; dokroley@dorschnerassociates.com;
trbarchi@aol.com; jaharrin@tds.net; mhuggins@charter.net;
lufler@education.wisc.edu
Cc: Cnare, Lauren
Subject: Grandview Commons Town Center

To members of the Urban Design Commission,

My name is Roger Anderson. I live at 549 Galileo Dr. in Grandview Commons. I am emailing to inform you of my support of the Grandview Commons Town Center and the changes being requested for the zoning.

The developers have done their homework and have come up with a very viable plan for the vacant land designated for the town center in the neighborhood plan. A larger grocery store will be able to serve the immediate neighborhood and surrounding area and still fit within the neighbor. The plan meets or exceeds all other zoning and city requirements that I am aware of. Other than the size of the grocery store the plan remains basically the same with the benefit of a larger full service grocery store.

A larger grocery store has a better chance of attracting additional retail development to the neighborhood. The grocery store and the additional retail development will create jobs and tax revenue for the city.

The development of the town center will also help support bus service out to our neighborhood and possibly reduce the two car households that is required now because we do not have bus service.

The issues raised against the grocery store and town center would be there even with a smaller store (i.e. parking lot lights, plowing, trucks, traffic, etc.). The area was designated for retail development. Between city ordinances and Veridian development requirements, all issues regarding any retail development are addressed. I believe the developers have addressed all the issues beyond any ordinances and requirements.

I don't believe the developers would have gone through all the work if they thought the store would not be successful. They have already put a lot of resources into the project and will put more in if the change is approved. I don't think they would do all that if they thought the store would not be a very long term successful development. Without the change to allow a larger grocery store there more than likely will not be a town center. A town center with a larger grocery store is better than no town center, in my opinion.

Please accept this email as my support of the Grandview Commons Town Center plan and I hope you approve the project and allow the project to continue through the process.

Thank you.

Roger Anderson
549 Galileo Dr.

Madison WI 53718