

**From:** Chuck H [mailto:clock\_9@hotmail.com]  
**Sent:** Wednesday, January 18, 2012 9:05 AM  
**To:** Fruhling, William; Martin, Al  
**Cc:** Cnare, Lauren  
**Subject:** Grandview Commons

Please forward this email to the members of the Urban Design Commission.

I cannot attend tonight's Urban Design Commission meeting, but I wanted to express my support for the plan revision to include a grocery store. I believe that through careful planning with respect to site development aspects such as screening, lighting and access, the impact of the development could be mitigated, providing a benefit to the entire far east side of madison. This is an important opportunity to secure needed retail in the area. Grandview Commons was envisioned to have a retail component, and through appropriate design guidelines, this vision can be realized in a way that will enhance the area.

Concerns regarding traffic should be considered in the context that Cottage Grove Road is a county highway and will need to serve those traffic needs. However, by providing an opportunity for a grocery store so close to residents in the Grandview, Richmond Hill, Door Creek and Reston Heights neighborhoods, many residents in those areas will actually be able to make shorter trips to meet many basic retail needs. As fuel prices increase and we become more concerned with conserving fuel and limiting emissions, we must have access to retail outlets near residential areas to shorten and eliminate trips. This will reduce traffic on Cottage Grove Road, one of the only routes currently available to area residents who need to purchase groceries and other sundry retail items.

Further, by allowing the development of a strong retail anchor, the potential for the property owner to secure tenants that directly meet the needs of residents in the immediate area will increase, with the potential to further reduce traffic.

I urge the Commission to favorably consider the grandview commons plan revision.

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