



MONONA EAST SIDE BUSINESS ALLIANCE

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Dear City of Madison plan commission members:

I am writing this letter in support of the proposed Starbucks project at 2501 S Stoughton Road. MESBA is very interested in continued development along the Stoughton road corridor that spurs additional growth, employment and stability among businesses in the area.

The proposed site at 2501 S Stoughton Road has been vacant for years and has been an “eye sore” for businesses in this corridor. In addition, the businesses in this corridor have a lack of services for their customers and employees. We feel the proposed Starbucks with drive thru will help service a need in the area for many employees and customers but will also spur additional growth.

The Starbucks proposed here is a new concept Starbucks is testing that is environmentally conscious and eco-friendly. This type of development thinking will set the bar for additional development in the corridor.

MESBA would like to see The City of Madison planning department approve this project as presented to help ignite additional development along Stoughton Road and provide a desired service industry to area businesses and employees.

Regards,

Devin Renner
Executive Director
MESBA

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