

From: Veldran, Lisa
Sent: Monday, April 18, 2016 8:23 AM
To: Parks, Timothy
Subject: Agenda Item No. 7 / Proposed Kwik Trip on Cottage Grove Rd and Acewood Blvd (Plan Commission)

Tim,

Ald. Amanda Hall would like this email included in the comments for tonight's Plan Commission meeting. Thank you.

Lisa Veldran, Legislative Administrative Assistant
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From: Matt Ida
Sent: Monday, April 18, 2016 4:02 AM
To: Hall, Amanda
Cc: adittam
Subject: Proposed Kwik Trip on Cottage Grove Rd and Acewood Blvd

4/18/2016

Dear Alder Hall:

I am writing to voice my strong opposition to the proposed Kwik Trip at 4602 Cottage Grove Road. I am oppose to the a Kwik Trip at that location because this proposal does not meet the intents of the City's Comprehensive Plan and Transit Plan or meet the ideal development for the way in which the land is zoned. More specifically, this proposal is not multi-story mixed-use development, nor does a gas station provide an anchor for an area that needs to be redeveloped. Also, I do not feel there is any need for another gas station at this location; there are three within walking distance, including one across the street from this site.

It is my opinion that this proposal does not align with the long-term interests of the Rolling Meadows neighborhood, of which I am a home-owner, resident, and neighborhood association board member.

Finally, I find it appalling and quite a double-standard that you would find the prospect of a Kelly's Market gas station/convenience store in YOUR neighborhood so undesirable that you would tell a developer that you would not support it as alder, thereby stopping that project in its tracks before it even got started, but this Kwik Trip gas station/convenience store project got an apparent green-light from you. The double-standard seems especially ironic to me considering

the dearth of gas stations on Cottage Grove Rd east of I-90/94, versus the plethora of gas stations near 4602 Cottage Grove Rd. It smells very much like "not in my backyard" type of politics, and frankly, it infuriates me.

Please include this letter with other reports provided to the Urban Design Commission, Plan Commission, and any other committees/commissions that will evaluate the proposal for 4602 Cottage Grove Road.

Sincerely,
Matthew Ida
[REDACTED] Portland Pkwy
Madison, WI 53714
[REDACTED]