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**From:** Sue Carney  
**Sent:** Thursday, May 12, 2011 8:49 PM  
**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul  
**Subject:** zoning for Doric Lodge site

Please do not in any way change the zoning to a generalized commercial zoning. the neighborhood is looking for a SMALL grocery store ( something our alderperson doesn't seem to get) . The original plans for small retail are fine but do not deviate from them.

Susan Carney

6318 Buford dr.

Mr. Brad Murphy  
Director, City Plan Department and  
Members of the Plan Commission

Greetings;

My wife and I live in Richmond Hill and very much oppose amendment to the Comprehensive Plan regarding Grandview Commons. Please work within the existing plan.

Thank you for your leadership on this important matter.

Milton Ford  
1214 Alexandria Lane  
Madison, WI 53718

Jeffrey & Vicki Russell 6022  
Fairfax Lane Madison, WI  
53718 May 12, 2011

To Whom It May Concern:

As residents in the Richmond Hill Subdivision, we have been anxiously watching the development plans in Grandview Commons, which is located directly across the street. We have learned that the Development Team is requesting a remapping of the town center sites east of North Star from: Neighborhood Mixed Use/Medium Density Residential...TO Community Mixed Use and remapping the former Doric Lodge Site from: Low Density Residential...TO Community Mixed Use.

We oppose this amendment for the following reasons:

- We are not opposed to retail for Grandview Commons, only the location and size that deviate so much from the plan.
- When the original Sprecher neighborhood plan was created in the 80's Don Hovde worked closely with City Planning Staff to ensure a New Urbanistic Concept. Madison has based all approved neighborhood plans on this concept, none of which place a "big-box" in a residential neighborhood.
- What the Plan Commission decides to do with this proposal will affect the lives of people who have invested in the City's concept of New Urbanism for the next 50+ years to come. One approval like this will set a precedent and can negate years of thoughtful development strategy.
- There may be other proposals that come forward that are less intrusive and would warrant changing a neighborhood plan, but this is not one of them, especially leaving the door wide open to ANY big-box store Veridian may wish to entertain.
- Big-box stores generate grossly higher "Trip Generation" than a combination of smaller mixed used commercial establishments, bringing heavy traffic to Cottage Grove Road, across a two lane bridge and bike path and into our neighborhood.

As we unfortunately will be unable to attend the meeting on May 16, we request that you please share our comments with all Plan Commission members prior to the meeting.

Thank you for your time and consideration. We ask that you consider the negative impact on our neighborhood and remove the Grandview proposed amendment from further consideration.

Sincerely,

Jeff & Vicki Russell Groupon.com Official Site

**From:** John Driscoll john.driscoll1@me.com  
**Sent:** Friday, May 13, 2011 12:34 PM T  
**o:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne  
**Subject:** Possible Changes to the Comprehensive Plan

Dear reader,

I am writing in opposition to a possible change to the city's comprehensive plan. First, I would like to disclose that I am a member of the board of directors of the McClellan Park Neighborhood Association (MPNA). However, this writing is only meant to express my personal opinion. I am not attempting to represent the MPNA association nor the MPNA board at this time.

I'm asking that the Vandewalle/Veridian request be removed from the list of possible amendments to the comprehensive plan. While I am in favor of appropriate commercial development in the Grandview Commons area, I am opposed to considering changes to the city's comprehensive plan without so much as an application from the developers. **Without a formal application, there can be no reasonable evaluation of this situation.**

Recent past proposals from the Vandewalle/Veridian development team have been grossly out of step with what was designed for this area of this city. Changing the comprehensive plan without so much as an application is wrong and may have a negative, ripple effect throughout our city. Some form of compromise may be necessary but a change to the comprehensive plan must not be considered without a formal application from the developer.

Please distribute this message to members of the Plan Commission in time for it to be read and considered before the Monday, May 16 Plan Commission meeting.

Thank you,

John Driscoll 801 McLean  
Drive Madison, WI 53718

**From:** bleecker1@charter.net  
**Sent:** Friday, May 13, 2011 2:14 PM  
**To:** Soglin, Paul  
**Cc:** Waidelich, Michael  
**Subject:** Possible changes to the comprehensive plan

Dear Mayor Soglin,

As a concerned resident of Grandview Commons, I am writing in regard to Roundy's big box grocery store that is being proposed for our neighborhood. I am in favor of development, but feel a big box store would be inappropriate for the size and scale of our neighborhood.

My husband and I purchased our home in Grandview Commons because we fell in love with the New Urbanist design. Obviously, a big box store is the antithesis of New Urbanist planning. For the last year, residents' pleas asking Roundy's to alter their big box design have fallen on deaf ears. Roundy's is unwilling to consider changing their design to fit in with our neighborhood. In fact, Roundy's plan is so out of step that the proposed project would require a change to the city's comprehensive plan and the neighborhood plan as well as changes to zoning. This is an obvious red flag that the project is wrong for our neighborhood.

Roundy's has not submitted a formal application for the project, yet Veridian has submitted a request to change the comprehensive plan. By "putting the cart before the horse" Veridian and Roundy's are hoping to misdirect the focus away from their big box store. Please do not consider changing the comprehensive plan as it cannot be properly evaluated without a formal application from Roundy's.

Sincerely,

Mary Driscoll 801 Mclean  
Drive Madison, WI 53718

**From:** Mike Te Ronde [mailto:mjteronde@chorus.net]  
**Sent:** Friday, May 13, 2011 6:04 PM  
**To:** Murphy, Brad; Waidelich, Michael  
**Cc:** Soglin, Paul; Monks, Anne  
**Subject:** Proposed east side grocery store

May 12, 2011

Dear Messrs. Murphy and Waidelich:

We are strongly opposed to the proposal to remap town center sites east of North Star from Neighborhood Mixed Use/Medium Density Residential to Community Mixed Use, as well as remapping the former Doric Lodge Site from Low Density Residential to Community Mixed Use. We understand that this proposal, which would permit the construction of a Copp's grocery store in Grandview Commons, will be introduced to the Plan Commission on Monday, May 16, and that the Plan Commission will decide at that meeting whether this proposal shall be on the list of projects that will obtain further study.

We are not residents of Grandview Commons. We live in the Richmond Hills neighborhood just south of Cottage Grove Road. It is our belief that the quality of life in each of the affected neighborhoods will be diminished if the City of Madison allows this store to be built. Residents will have to look at a big, bland building that is completely out of place with the beautiful housing in Grandville Commons and Richmond Hills. We believe the store is going to stick out like a big sore thumb. Furthermore, we believe that a building of this size would subject Cottage Grove Road, as well as other streets that lead up to Cottage Grove Road, to heavier traffic, thus creating a safety hazard.

We do not oppose retail development for Grandview, provided that the building conforms to current policy, especially in terms of size (which we understand currently is a maximum of 25,000 square feet). It is our belief that anything over 25,000 square feet will be intrusive.

Madison neighborhoods have been well served by the current policy of designating where big boxes can and cannot be built. Changing that successful and thoughtful policy now would be a big mistake. It would set a precedent that could lead to big boxes being built in other residential areas of the city. For the reasons outlined above, please remove this proposed amendment from the list of projects that will receive further consideration.

Thank you for taking the time to the time to consider our concerns. We respectfully request that our comments be printed and shared with Plan Commission members prior to the May 16 meeting.  
Mike and Karen Te Ronde, 6121 Fredericksburg Lane, Madison, WI 53718

**From:** Al & Joan jdickrell@charter.net  
**Sent:** Saturday, May 14, 2011 6:35 AM  
**To:** Murphy, Brad; Waidelich, Michael  
**Cc:** Soglin, Paul; 'amonks@cityofmadison.com.  
**Subject:** Grandview Commons- Oppose LRG grocery store plan

Thank you for listening to the East Side neighbors regarding the proposed plan for Grandview Commons. We Request that our comments be printed and shared with all Plan Commission members prior to the meeting scheduled for May 16<sup>th</sup>, 2011. We are not opposed to retail for Grandview Commons, however; we are not happy with the location and size of a grocery store that deviates from the original plan. When the original Sprecher neighborhood plan was created our neighbor at the time, Don Hovde, worked closely with City Planning Staff to ensure a New Urbanistic Concept. **Madison has based all approved neighborhood plans on this concept, none of which place a "big-box" in a residential neighborhood.**

What the Plan Commission decides to do with this proposal will affect the lives of people who have invested in the City's concept of New Urbanism for the next 50+ years to come. One approval like this will set a precedent and can negate years of thoughtful development strategy. We will not support any big grocery store in this neighborhood. Traffic from the Interstate does not foster easy access to this area and we do not feel that the area can sustain a store of this size as a profitable business. Please consider the original plan which includes a combination of smaller mixed used commercial establishments that would enhance the east side neighborhood.

Joan and Alan Dickrell 6110  
Fredericksburg Lane Madison WI  
53718 jdickrell@charter.net

**From:** Patricia Kettner pat.kettner1939@gmail.com  
**Sent:** Saturday, May 14, 2011 6:42 AM  
**To:** Murphy, Brad; Waidelich, Michael  
**Cc:** Soglin, Paul; Monks, Anne  
**Subject:** Grandview Commons- Oppose LRG grocery store plan

Dear Planning commission-

Thank you for listening to the East Side neighbors regarding the proposed plan for Grandview Commons. We Request that our comments be printed and shared with all Plan Commission members prior to the meeting scheduled for May 16<sup>th</sup>, 2011. I just moved into Grandview commons because of the community based neighborhood plan. It upsets me that I've invested in a neighborhood that might become something totally different.

We are not opposed to retail for Grandview Commons, however; we are not happy with the location and size of a grocery store that deviates from the original plan. When the original Sprecher neighborhood plan was created, Don Hovde, worked closely with City Planning Staff to ensure a New Urbanistic Concept. **Madison has based all approved neighborhood plans on this concept, none of which place a "big-box" in a residential neighborhood.**

What the Plan Commission decides to do with this proposal will affect the lives of people who have invested in the City's concept of New Urbanism for the next 50+ years to come. One approval like this will set a precedent and can negate years of thoughtful development strategy.

I will not support any big grocery store in this neighborhood. Traffic from the Interstate does not foster easy access to this area and we do not feel that the area can sustain a store of this size as a profitable business.

Please consider the original plan which includes a combination of smaller mixed used commercial establishments that would enhance the east side neighborhood.

Patricia Kettner



May 14, 2011

City of Madison  
Department of Planning & Community & Economic Development  
Attention: Brad Murphy, Director  
215 Martin Luther King Jr. Boulevard, Room LL 100  
Madison, WI 53703

CC: Michael Waidelich, Principal Planner  
Paul R. Soglin, Mayor

Subject: Proposed Copps Grocery Store at 6002 Cottage Grove Road  
Property tax parcel no. 071011101012

Dear Mr. Murphy:

I am a resident of the Richmond Hill neighborhood and am writing you to express my concern over a proposed Copps grocery store to be located at 6002 Cottage Grove Road. The proposed development calls for a significant change to the sites zoning which, if approved, will result in a land use inconsistent with the Sprecher Neighborhood Development Plan (the "Sprecher Plan") which was adopted in 1999 and most recently amended and adopted by the Common Council in March 2005. In addition, the long-term viability of the development is questionable. The proposed tenant has a very weak junk bond credit rating and is currently for sale by its private equity owners who are also struggling with their own history of failed investments.

As you know, the Sprecher Plan was developed through a cooperative planning effort which included the participation of City officials, neighborhood property owners and residents, and other affected organizations and individuals. I feel the Sprecher Plan demonstrates the City's goals of creating a neighborhood that will be well maintained, safe, attractive, affordable and diverse. I am also appreciative of the efforts of the City to encourage convenient access to basic services and shopping, and to encourage a strong sense of community. Confidence in the Sprecher Plan is one reason I made a significant and ongoing financial commitment to my home and neighborhood. I have lived in the eastside of Madison for nearly forty years, having grown up in the Rolling Meadows neighborhood, and would like think I have demonstrated more than a passing interest in making Madison a great place to live.

I feel strongly feel the proposed Copps grocery store is inconsistent with the Sprecher Plan. One of the inconsistencies is that the proposed store would lie outside the designated commercial areas. The

Sprecher Plan addressed the shopping needs of our neighborhood by designating three commercial use areas. The larger of the commercial areas is located at the intersection of Milwaukee Street and Sprecher Road. This designated area was proposed for such uses as a community shopping and service center. A very small commercial services area located at south central portion of the neighborhood has already been developed in accordance with the intended use of the Sprecher Plan. The third commercial area is located adjacent to the western edge of the proposed Cops. This area is unique (to my knowledge, it is the only one of its kind on the far eastside) in that it is to serve as a small neighborhood town center that would focus on convenience and specialty shopping and community activities. The vision was for this area to become a major focal point for community activities throughout the far eastside and the centerpiece of my neighborhood. In contrast, Dan Farrell, a representative of Cops, has stated his firm's objective is "we don't want to just have people stopping for milk and bread; we want this to be your large one-stop shop"<sup>1</sup>.

I feel a large grocery store would threaten the development of the town center at the very time enough critical mass is being achieved to support its development. The Sprecher Plan identified this risk by stating **"It would be difficult for large businesses, or uses requiring extensive parking, for example, to be compatible with the compact, pedestrian-oriented town center development concept."**<sup>2</sup> With more than 60,000 square feet of space and 450 parking stalls, the proposed Cops, which would be adjacent to the town center, would seem to be a serious compatibility concern.

The Sprecher Plan emphasized the importance of the town center concept by commenting **"... it is important to maintain focus on the long-term development concept and not undercut it by permitting scattered commercial development at alternative locations not recommended in the neighborhood plan."**<sup>3</sup> Clearly, the proposed site of the Cops store is not recommended for large, intensive commercial use as it is designated for institutional uses, such as an activity center.

It is difficult for me to comment on other aspects of the developer's proposal due to lack of details. I would expect any proposal to be consistent with the City's development guide and land use goals, objectives and policies which, among other things, calls for visually attractive buildings that are conducive to pedestrian, bicycle, transit and motor vehicle activity and to discourage large, stand-alone big box buildings surrounded by a sea of surface parking stalls<sup>4</sup>. I am concerned about the environmental impact of development and would suggest full compliance with the LEED Green Building Rating as well as mitigating disruptive sounds and lighting through thoughtful building methods and restrictions on operating hours. I believe these concerns are also shared by the City and documented by the Mayor's Energy Task Force in its report "Building A Green Capital City".

Lastly, the past couple of years have been challenging for many retailers. Roundy's Supermarkets, the parent company that owns Cops, is owned by Willis Stein & Partners, a private equity firm that buys and

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<sup>1</sup> "Neighbors vow to fight Cops grocery store in Grandview Commons", The DailyPage, April 14, 2010.

<sup>2</sup> Sprecher Neighborhood Development Plan, City of Madison Department of Planning and Development, page 16.

<sup>3</sup> Sprecher Neighborhood Development Plan, City of Madison Department of Planning and Development, page 16.

<sup>4</sup> City of Madison Comprehensive Plan, Volume II-Recommendation, Objectives 64-65, pages 2-54 and 2-55.

sells companies for profit. Unfortunately for Willis & Stien, many of its largest investments have filed for bankruptcy protection. Roundy's is also struggling and losing market share to its competitors<sup>5</sup>. In January 2010, Roundy's announced layoffs of employees in Milwaukee citing difficult economic conditions.<sup>6</sup> Willis Stein & Partners has also reportedly taken out over \$345 million of Roundy's "excess cash", largely by increasing Roundy's debt load through additional financings. The financings have not stopped as Roundy's was expected to borrow another \$150 million for a dividend to Willis Stein & Partners<sup>7</sup>. Moody's Investors Services assigned a Caa-1 rating to the new debt while Standard & Poor's assigned a CCC+ rating. Each of these ratings is considered extremely speculative and only slightly above the rating a company would receive that is in default. Willis Stein & Partners does not wish to be a long term owner of Roundy's as demonstrated by their attempts to sell the company.<sup>8</sup> Stability of ownership is a legitimate concern and raises questions as to Roundy's intent and ability to successfully operate the store. Our neighborhood does not wish to see this store becoming another failed enterprise and blight on the neighborhood. How many alternative uses are there for a big-box retail store without complimentary land use neighbors?

Please understand I am not opposed to commercial development but want our neighborhood to be given a chance to succeed consistent with our agreed upon vision. The Sprecher Plan represents a thoughtful community based approach to development. Altering it on an ad-hoc basis would be poor policy for the City and disrespectful to the past efforts of its citizens.

Regards,

David Sebald  
6006 Fredericksburg Lane  
Madison, WI 53718

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<sup>5</sup> Roundy's for sale again, report says", Milwaukee Journal Sentinel, March 22, 2011.

<sup>6</sup> "Roundy's has layoffs at headquarters", The Business Journal of Milwaukee, January 19, 2010.

<sup>7</sup> "Roundy's to borrow \$150 million for dividend to private-equity owner, Milwaukee Journal Sentinel, March 26, 2010.

<sup>8</sup> "Grocery chain's dominance attracts suitors", Milwaukee Journal Sentinel, March 25, 2007.

**From:** David Guzik  
**Sent:** Saturday, May 14, 2011 12:10 PM  
**To:** Waidelich, Michael  
**Cc:** Soglin, Paul; Monks, Anne; GVCNRD@gmail.com  
**Subject:** Veridian Zone Change Amendment at 5/16 Plan Commission

Dear Mr. Waidelich,

14 May 2011

Re. Remapping of the town center sites east of North Star from Neighborhood Mixed Use/Medium Density Residential to Community Mixed Use and remapping the former Doric Lodge Site from Low Density Residential to Community Mixed Use.

I am a resident in Door Creek. I am deeply concerned about the remapping of town center sites east of North Star. A "big box" store is not what our neighborhood needs or wants. I have yet to talk to a neighbor who wants this type of store. While I am not opposed to a small store that fits within the current zoning, I am greatly opposed to changing zoning to allow a large store. We do not need another ugly, cookie-cutter type store in our nice family oriented neighborhood. There are plenty of those types of stores currently available for us to shop at.

I oppose the large scale store for a number of reasons:

- 1 Increased traffic which will increase the risk of our children riding their bikes in the neighborhood.
- 2 Increased traffic that will not obey the speed limits in our neighborhood.
- 3 More pollution and noise.
- 4 We have a small community, what we should have is a small general store that we can walk or bike to.
- 5 When the original Sprecher neighborhood plan was created in the 80's Don Hovde worked closely with City Planning Staff to ensure a New Urbanistic Concept. Madison has based all approved neighborhood plans on this concept, none of which place a bigbox in a residential neighborhood.
- 6 What the Plan Commission decides to do with this proposal will affect the lives of people who have invested in the City's concept of New Urbanism for the next 50+ years to come. One approval like this will set a precedent and can negate years of thoughtful development strategy.
- 7 There may be other proposals that come forward that are less intrusive and would warrant changing a neighborhood plan, but this is not one of them, especially leaving the door wide open to ANY big-box store Veridian may wish to entertain.
- 8 Big-box stores generate grossly higher "Trip Generation" than a combination of smaller mixed used commercial establishments, bringing heavy traffic to Cottage Grove Road, across a two lane bridge and bike path and into our neighborhood.

Mr. Waidelich, I thank you for taking time to read my letter and understand my concerns. Please take into account the people who live in this neighborhood and not the interest of corporate profit. Please do what is right and oppose this change and support the views of the people who actually live here.

I also ask that my comments be printed and shared with all Plan Commission members prior to the meeting.

Best regards, David Guzik 730 Highcliff Trail Madison, WI 53718

**From:** Heather Mc Fadden alyxnmc@gmail.com

**Sent:** Sunday, May 15, 2011 2:37 PM

**To:** Murphy, Brad; Cnare, Lauren; Soglin, Paul; Monks, Anne; Waidelich, Michael

**Subject:** Proposed Change to Comprehensive Plan for Grandview Commons

Dear Planning Commission Staffers and Members: I am writing to oppose the proposed change to the comprehensive plan for Grandview Commons that would open the door for big box development located directly within a residential community. I oppose this the proposed change for several reasons:

- 1) This is a major deviation from the original Sprecher Neighborhood plan. We would not have bought our home if we knew the long range plan would have changed so drastically. This is a bait-and-switch maneuver on the part of Veridan - if this was there long range goal they should have been upfront about it!
- 2) This is unprecedented and inappropriate planning. Big box developments have not been historically located directly in residential neighborhoods because the combined use is inappropriate for single family and duplex residential development. This would set a dangerous precedent for all neighborhoods in the City of Madison. This will open the door for spot use approval which is inconsistent with the original comprehensive plan approved for any neighborhood. All neighborhoods should fear this development.
- 3) The original planning to have access roads into the development will pose major traffic congestion and safety issues for the neighborhood's residents.
- 4) The current economy plus the rumors that Copps may be sold are indicative that no changes should be made to the comprehensive plan until such a proposal received and a zoning request is made. This opens the way with indirectly giving approval to all of these changes.
- 5) Why was an initial proposal of a different parcel proposed by the developers rejected by Alder Cnare? It is my understanding that she has dictated the use of the Grandview Commons area for this development. Why this has occurred when many of her constituents are against this plan?
- 6) We have access to 6 grocery stores within 6 miles of the development. Currently, there is no plan to extend bus service to the neighborhood. This will eliminate access for many residents of the surrounding community that rely only on mass transportation. This will negatively impact the traffic patterns and congestion over a two-lane bridge.
- 7) There is a plan to extend the bicycle trail along Cottage Grove Road - this will be nearly impossible due to curb cuts and will pose a great danger to cyclists.

For all of the above reasons, the proposed amendment should be deleted from consideration for any proposed changes at any future Plan Commission and City Council meetings. I hope the city planners, Plan Commission members, and City Council stand for the original neighborhood visions and will strong and reject this proposal which will forever change the City of Madison. Sincerely, Heather Mc Fadden Grandview Commons resident

**From:** Daniel J Haider djhaider@charter.net

**Sent:** Sunday, May 15, 2011 3:21 PM **To:** Murphy, Brad

**Cc:** Cnare, Lauren

**Subject:** Comprehensive Plan Review - Grandview Commons/Sprecher Neighborhood

Dear Mr. Murphy,

I would like to express my SUPPORT for inclusion of the Grandview Commons grocery store request into the list of Comprehensive Plan amendments. The supposed group of "Grandview Commons Neighbors for Responsible Development" continue to pretend that they represent everyone in our neighborhood. They do not! I live in Grandview Commons. I welcome the grocery store, and I know many others who support it as well. But more importantly, dropping the project at this time from further discussion would be premature and unfair to everyone

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involved.

Thank you,

Dan Haider 620 McLean  
Drive Madison, WI

**From:** Jeffrey Wunderlin jeff.wunderlin@charter.net  
**Sent:** Sunday, May 15, 2011 3:55 PM  
**To:** Murphy, Brad **Cc:** Cnare, Lauren  
**Subject:** Comprehesive Plan-- Grandview Commons / May 16 meeting

Dear Mr. Murphy,

I live in Grandview Commons and I'm writing in **support** of keeping the Grandview Commons site on the list for further consideration. I think the grocery store would be a great addition to the neighborhood.

Jeff Wunderlin 620 Mclean  
Drive Madison, WI 53718



**From:** Carrie Metcalf carriemetcalf@yahoo.com  
**Sent:** Sunday, May 15, 2011 9:51 PM  
**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne  
**Subject:** Grandview Commons proposed amendment

Hello Members of the Plan Commission and Mayor Soglin, I'm writing in opposition of the Grandview Commons proposed amendment for remapping 2 sites in the neighborhood. I am not at all opposed to retail for Grandview Commons, and in fact, I would welcome it. I am only opposed to the potential size of store that is included in the amendment. Original plans for this neighborhood were approved based on a concept which does not support a 'big box' store in a residential neighborhood. I would welcome a small grocery store in the neighborhood, and with the new Great Dane restaurant flourishing, I believe a small grocery store and other small shops would flourish as well. I believe the city has also considered a public library branch in the area at some point. Now that would be truly wonderful. I live on North Star Drive, and am already concerned with traffic issues on this street. With a large grocery store up the street, I believe the traffic issues would be truly significant. Children cross North Star Drive to go to the 'purple park' everyday; walking, on bikes, scooters, etc. Traffic already travels too quickly between Milky Way and Dominion Drive, even without a big box store up the hill. Please consider removing the Grandview proposed amendment as is from further consideration. Please keep in mind that many residents would welcome retail, but not in a size that deviates so significantly from the original neighborhood plan. Thank you for your consideration. Please print my comments and share them with all Plan Commission members prior to the meeting. Thank you, Carrie Metcalf 625 North Star Drive Madison WI 53718

**From:** robert Hogan rhogan@consulthogan.com  
**Sent:** Monday, May 16, 2011 9:31 AM **To:** Murphy, Brad; Waidelich, Michael  
**Cc:** Soglin, Paul  
**Subject:** Grandview Commons Remapping (5/16/11 Plan Commission Meeting)

Dear Sirs,

I am writing to express our family's **opposition to the requested zoning changes** being requested by Veridian and Vandelwalle & Associates.

I believe changing the currently approved Sprecher Neighborhood Development Plan, the City of Madison Comprehensive Plan and the current associated zonings to accommodate a big box within an area previously planned for low-density home sites and neighborhood scaled, mixed-use retail would be tragic to the existing surrounding area and the entire neighborhood.

The fact that Veridian is seeking to make this radical change in zoning, without even having a formal plan applied for, is extremely concerning as to what the future may be and that Veridian is abandoning the New Urbanistic Concept that so many of us residents have literally bought into.

With that said, I feel it relevant to express that our family is still **100% behind the *original*** town square plan (located at North Star) which was to include shops and a neighborhood grocery store with a maximum size of 25K sqft. Allowing the commercial element to sprawl along Cottage Grove Rd. (into the previous Doric Lodge site) is not consistent with the existing neighborhood plan and is not well suited to the area.

We do ask that you share our feedback and concerns with the members of the Plan Commission in preparation for tonight's session.

Our family thanks you all for your time and extensive efforts. We understand the City Planning Staff worked hard on this original plan and we applaud those efforts. We look forward to your responsible judgment on this matter.

Bob Hogan  
6025 Sharpsburg Dr

**From:** Alisa Allen [mailto:jankoallen@gmail.com]  
**Sent:** Monday, May 16, 2011 1:59 PM  
**To:** Murphy, Brad  
**Subject:** Grandview Commons rezone

I am a resident of Grandview Commons and would appreciate the city to do their due diligence and continue to review the feasibility of the Round's project.

I am not represented....along with many of my neighbors....by the vocal opposition group that is trying to shut down the official process before we as a neighborhood has a chance to see an official proposal.

I wanted to be sure you hear from all sides of the issue.

Regards

Alisa Allen

**From:** Greg Cieslewicz greg.cies@gmail.com  
**Sent:** Monday, May 16, 2011 3:52 PM  
**To:** Murphy, Brad; Waidelich, Michael  
**Subject:** Veridian Homes remapping-Opposition

Dear Brad Murphy,

I am writing to express my opposition to Veridian Homes' request to change the Sprecher Neighborhood plan for Grandview Commons.

I request that this letter be printed and shared with all Plan Commission members prior to tonight's meeting.

This proposed change would destroy the New Urbanist concept that was created by Don Hovde in close consultation with City Planning Staff in the 1980s. While I understand the need to encourage economic development throughout the city—especially during these challenging economic times—we should not jeopardize neighborhoods in the name of economic development.

I am in favor of development in the area that follows the neighborhood plan, which calls for up to a 25,000 square foot store. I am even willing to consider a slightly larger store on this site if the concept preserves the neighborhood.

However, Veridian Homes' request to allow a 65,000 square foot store—2½ times the original limit—would permanently damage the neighborhood—all in the name of economic development. And while Veridian currently states that the development would be a grocery store, this change would allow Veridian to put in place any type of 65,000 square foot big box store.

Big-box stores of this type lead to longer trips into the neighborhood, creating heavier traffic on Cottage Grove Road, across a two-lane bridge and bike path into the neighborhood. As a frequent biker who lives less than 200 feet from this proposed development, I encourage the city to work with the developer on targeting smaller mixed-use commercial developments.

I ultimately request that the Plan Commission remove the Grandview amendment from further consideration.

Sincerely,

Greg Cieslewicz 6106  
Fredericksburg Lane Madison, WI  
53718

**From:** PHILLIP W HULL [mailto:hull.pw@sbcglobal.net]  
**Sent:** Monday, May 16, 2011 2:35 PM  
**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne  
**Subject:** Grandview Commons grocery store proposal

I am writing today to express my support for a full service grocery store within the Grandview Commons neighborhood. I believe that in order to be successful, this grocery store will need to be larger than previously approved. I want to make clear that "Grandview Commons Neighbors for Responsible Development" DOES NOT speak for me or my immediate neighbors.

Sincerely,

P.W.Hull 605 North Star Dr Madison, WI 53718

**From:** Joe Massian jmassian@yahoo.com  
**Sent:** Monday, May 16, 2011 3:41 PM  
**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne; Cnare, Lauren  
**Subject:** GVC- Re-zoning

Commission,

As a home owner in the state of Wisconsin, I want to be sure you know why it is I chose Madison and more importantly Veridian's Grandview Commons (GVC) off of Cottage Grove Rd, on the East Side.

GVC offers a Pulte/Dell Webb style of living, which has been extremely successful around the US in so many states. Their communities offer both residential and business options and studies have shown, these communities are and have, attracted young professionals looking to live close to major cities and universities, and those wanting to start a family just outside them. With the economic crisis within each of our homes, within our city/state, and across the US/globe; attracting talented, educated and willing workers should be our first priority to revitalize this city and state, so that we can attract more businesses, pull in more tax payers, have more people spending earnings within the city limits and more importantly, showing Madison is a leader in the years ahead.

Veridian has set the standard for the community and attracted so many green and environmentally conscious people with their green building standards, and with the vast network of sidewalks, parks and green-space to safely enjoy their surroundings. Yet there is still so much to develop and more residents to attract. This community will not be as green as it could, if we need to jump in our cars and trucks just for milk or bread. Give us an option to walk, ride a bike, or run to a local store and have that small city feel within minutes from our capital, and do it in a reduced carbon way. Help us help the world around us, and build the business sector with the basic/proper needs thousands of us in GVC have like food, water, and "choice."

I say yes to establishing a business sector and yes to including a well managed grocer, library and other community focused businesses to server GVC and those around us. They would be a great addition.

Thanks, Joe Massian GVC

From: Tonya Nye Tnye@veridianhomes.com  
Sent: Monday, May 16, 2011 1:28 PM  
To: Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne; Cnare, Lauren Subject:  
RE: Remapping of Doric Lodge site

Hello:

I've lived in Grandview Commons for over 7 years and have bought 2 homes in the neighborhood. I love it there and chose to build my 2nd home there just last year because I still believe in the vision of the neighborhood that has always included a commercial development area near Cottage Grove Road. I have patiently been waiting for the commercial development and was very excited when I heard that we may be getting a grocery store - especially a full service Cops Grocery Store where I can buy quality products at a decent price and get everything I need in one stop - all within walking distance. The smaller grocery stores in our vicinity are not within walking distance and typically carry less than quality products at a higher price.

I also work open houses and sell homes in the Grandview Commons neighborhood and have yet to talk to anyone in the neighborhood that I've sold a home to or that is interested in buying a home in the neighborhood that is not in favor of a grocery store - it's the opposite - they buy homes in Grandview Commons because they want the commercial and retail area including a full service grocery store - not a small one that may fail like the coffee shop did. I'm afraid their voices are not being heard.

If we need to change the mapping of the town center sites East of North Star Drive from Neighborhood Mixed Use/Medium Density Residential to Community Mixed Use and remapping the former Doric Lodge site from Low Density Residential to Community Mixed Use then I am definitely in favor of it. Things can change from plans developed many years ago and we must change to meet those needs. I hope you continue to let this development possibility go through the proper channels and move forward.

Thank you for your time and support. Feel free to share my comments with all Plan Commission members.

Sincerely,

Tonya Nye 6202 Dominion Drive Madison, WI

**From:** Colette Winn colette@knightbarry.com

**Sent:** Monday, May 16, 2011 2:08 PM

**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne; Cnare, Lauren

**Subject:** Rezoning of Doric Lodge

I have been told you are the people to contact in regards to the rezoning of the property on Cottage Grove Road. I would like to see it rezoned from Ag to Commercial so there is the chance a grocery store or other commercial project could go in.

Thank you,

Colette Winn Grandview Commons Resident