

From: Joanna Schuth
Sent: Monday, April 18, 2016 2:38 PM
To: Parks, Timothy
Subject: Reject Kwik Trip for Acewood & Cottage Grove

Dear Mr. Parks:

I am writing to inform you of my opposition to the proposed Kwik Trip gas station at 4602 Cottage Grove Rd. I oppose this gas station for many reasons, but firstly because my neighborhood, Rolling Meadows, was not given the opportunity to engage in a neighborhood, special district, or corridor plan. I believe developing one of these plans is necessary before a precedent-setting development like a gas station is built at the southern entrance to my neighborhood.

Our neighborhood is in the process of rolling over from established families and retired persons to young families and professionals. How does a third gas station surrounding our neighborhood help - and one directly across the street from an already established station? Where are the shopping, the groceries, the cafes, the small businesses? A flood of all-night lighting, the smell of gasoline, the 24 hour traffic, and the questionable business practices espoused by Kwik-Trip don't help us in any way. It's actually more likely to drive away other small businesses in the area. In fact, this plan is insulting. We're not a trash neighborhood where you can toss ugly things that no one else wants. We deserve thoughtful planning the same as anyone else. Why are we not planning non-car based ways for us to connect to the neighborhoods around us and Madison as a whole?

We are a part of Madison, and as Madison extends its edges and grows in population, the Rolling Meadows area will need to integrate into a more urban structure. Madison prides itself on being a big little city; don't force us into being the 'burbs. We can be a neighborhood all our own, with our own character and culture. Look to Minneapolis; look to Chicago; look to Austin. These cities have grown over the decades and created unique cultures and identities. We can do this too. Instead, you seem determined to make us L.A.

No one has asked for a gas station. What we have asked for is to use that valuable space in a way that elevates our neighborhood, bringing fresh, vibrant small businesses to the area, and brings the people in it closer together, and acts as a rising tide, lifting all boats. We should be given the same chance as other neighborhoods to plan for and attract such a space. A gas station does not make the best use of this valuable corner, nor does it fit with the long-established character of the neighborhood. A gas station is the exact opposite of this opportunity.

Sincerely,

Joanna Schuth
Rolling Meadows Neighborhood

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"I calculated the odds of this succeeding versus the odds I was doing something incredibly stupid...and I went ahead anyway."