

DATE: November 18, 2011

TO: Paul Soglin, Mayor, City of Madison
Brad Murphy, Director of Planning, City of Madison
Lauren Cnare, District 3 Alder, City of Madison

FROM: Concerned Citizens, District 3
Birchwood Ridge Condominiums

RE: A 58,000 Square Foot Big Box Store

We are a group of six unit owners in the 76-unit condominiums of Birchwood Ridge. We are writing to express our displeasure and strong concerns regarding the requests for rezoning and/or land use amendments that might allow the construction of a 58,000 square foot Roundy's supermarket, or any other such big box structure of that size, on Cottage Grove Road in the designated town center of the Grandview Commons neighborhood. Our condos are sited less than a half-mile from the proposed location, many sharing a common lot line with homes in Grandview Commons.

We recently conducted an informal survey by email, follow-up phone calls, and letters to all 76 units. To date, 70 responses have been received, representing 92% of the total units. The poll was conducted in a neutral manner. Owners were asked whether they would prefer a store developed at up to 25,000 square feet (the existing plan), a 58,000 square foot store, no store or if they have no opinion on the matter. The following table summarizes the results:

Option	Number of votes	Percentage of total votes
Build a 25,000 square foot store (per current neighborhood plan)	21	30%
Build a 58,000 square foot store (requires at least one plan amendment)	10	14%
Do not build a grocery store at all in Grandview Commons town center	30	43%
No opinion on the issue/Other	9	13%
Total Voting	70	100%

Based on comments submitted, in addition to an "X" in the box, the majority of the 21 owners voting in support of the 25,000 square foot store indicated that they would prefer the "no store" option if the plans were to change and a big box were to be seriously considered.

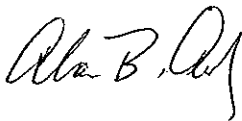
We do not intend to go into all of the details of our objections to this plan, realizing that you have been inundated with neighborhood concerns for the past several months. However, in addition to affirming our agreement with those concerns, we want to make three additional points. First, the big box plan represents a major departure from the neighborhood plan most of us were informed of when we bought our condos. The vision for the Grandview Commons Town Center was to include a small (no more than 25,000 square feet) store within a walking distance and which could be a purchase point for the simple milk, bread, etc. pickups that we all occasionally experience. The proposal for a big box structure, whether it is a Copps or any other such venture, represents a major violation of that vision and we would feel very betrayed should that come to fruition.

Second, there is a ready plot of land in our neighborhood which we understand was originally envisioned for, and is already zoned for, a large-size business, i.e., the Metro Tech area bounded by Milwaukee Street, Sprecher Road, and Highway T.

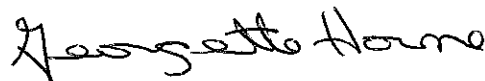
Finally, we feel compelled to point out that the Birchwood Ridge condos are already well-served by 11 food stores within a six-mile radius of our homes, 9 of which are less than a 10-minute drive. The data supporting this statement are available on request.

We strongly urge you to stay true to the existing neighborhood plans and do NOT amend them to allow such a big box development. In addition, we request that this letter be shared with all Common Council members, members of the City Plan and Urban Design Commissions, and any other individuals or groups involved in this matter.

Sincerely,



Alan Auby
6219 Kilpatrick Lane
Madison, WI 53718



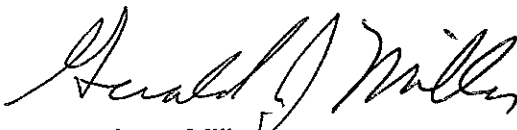
Georgette Horne
6340 Merritt Ridge
Madison, WI 53718



Alan Hunter
6306 Merritt Ridge
Madison, WI 53718



Rose Mary Jackson
714 McClellan Drive
Madison, WI 53718



Jerry Miller
812 McClellan Drive
Madison, WI 53718



Alan Sweet
6321 Buford Drive
Madison, WI 53718