

From: Jennifer Baird [mailto:jbaird@oakparkplace.com]
Sent: Tuesday, November 01, 2011 1:39 PM
To: Waidelich, Michael
Subject: East Madison Grocery Store Project

Dear Mr. Waidelich:

I writing in support of the proposed grocery store project planned for the Grandview Commons neighborhood. The Great Dane opening its newest location in this neighborhood as well as a well-attended seasonal Farmer's Market has brought a cohesiveness and liveliness to the area. It is nice to see families out and about, enjoying this beautiful neighborhood. The addition of a new grocery store would serve as a catalyst to potentially draw more businesses and services to the area as well more patrons to the businesses already in existence.

I am fortunate to be employed at Oak Park Place, a senior living community, which is located in the Grandview Commons neighborhood. I believe a grocery store would be a welcomed addition by our residents as well as by the many employees who work at Oak Park Place. I shop regularly at Copps grocery stores and prefer this updated environment with fresh produce and bakery items and choices of organic and healthier food options. Our residents and neighbors in the Grandview Neighborhood want that, too. The nearest grocery store is the Sentry on Cottage Grove Road which unfortunately is too small to support this growing area, the building is aging and its choices are limited.

I am forwarding this letter to those I understand may be looking for this feedback. Feel free to contact me if I can provide additional information.

Thank you for your time.

Jennifer Baird
Oak Park Place
618 Jupiter Drive
Madison, WI 53718
608.268.7109 direct
608.279.1992 cell
jbaird@oakparkplace.com
oakparkplace.com