

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 16th, 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