

From: Patrick Goss [mailto:pgoss@wtba.org]
Sent: Tuesday, January 24, 2012 1:55 PM
To: Johnson, Jill **Cc:** Waidelich, Michael **Subject:**
Copp's Grocery Store

Dear Jill:

As a long-time resident of this district (since 1998, combined Elvehjem and Richmond Hill neighborhoods), I am excited to see a new, modern grocery store within walking distance of our home and designed similar to a Metcalfe's Grocery Store. In fact, I had decided early on to remain quiet about this project out of respect to several friends who live in Grandview Commons and have concerns with the proposed store. However, as I have seen the actions of the vocal opposition, I feel I can no longer remain silent.

I have viewed the plans for this store and do not view the "big box" terminology as an accurate depiction of the plans.

It has come to my attention that you stated at a meeting last week that the Richmond Hill neighborhood was overwhelmingly opposed to this grocery store. How would you know? To my knowledge, you have not gone door-to-door, sent any survey or communication out about this or held a neighborhood meeting. There is a lot of danger in assuming a few vocal opponents reflect our neighborhood let alone your whole district. If you want to discuss this further, you are more than welcome to come over and talk.

Here is why I am for the proposed grocery store:

- 1) Jobs for adults and for teens, especially my own as they will be coming of age in the near future and could walk to work.
- 2) Property tax revenue for the City of Madison
- 3) A store within walking distance for the elderly who live in the Grandview area.
- 4) A vast improvement over the Sentry at Cottage Grove and Acewood.

Meg and I have shopped there since 1998 and in this time, the store has not improved in service or appearance. They leave expired food on the shelves. We've found expired dairy products on the shelves on more than one occasion. It's not clean, not to mention the building is grossly outdated. I understand other grocers have tried to purchase this site but the owner refuses to sell the property. Whether true or not, Sentry's owner demonstrates no interest in renovating/improving their property despite the proposed competition. Furthermore, their goods are overpriced and in my opinion, exploit the low income residents from the surrounding neighborhood.

5) I find a new grocery store preferable to the alternative, a development of apartments. We already have enough rental property in the area.

6) I find the opposition ill-informed and misleading.

From all the emails I've received, not one has accurately stated the facts. They are clearly biased to the point of lying. In one email I read that semis would use McLean as a pass through for deliveries. This is absurd. First, between the traffic circles and curves, I'd like to see a semi try it. Not going to happen. Second, to my knowledge this is already prohibited by the city to keep the quarry truck traffic from passing through.

I also read in emails that have come via Tiffany that 15 semi-trailers would be delivering and idling at the store every day. Really? Says who? When I looked into this, I found out that Copp's stated that they would expect 2-3 semi's per day along with 10-12 smaller trucks (soda, bread trucks, etc...). While 15 deliveries per day would be accurate, 15 semi's is not. I also understand that Roundy's has specific requirements for them to keep idling to a minimum. Furthermore, idling semi-trucks cost their company fuel (not cheap) and labor so this idling argument makes little sense to me.

7) Last but not least, people in this district need to realize we live in a city. If you want country living, then you should've moved there. This is not a rural area--it's within the confines of the urban service area. Development happens and as long as it's well-planned which it appears to be, then I have no problem with it.

Thank you for your time and consideration.

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