

From: robert Hogan rhogan@consulthogan.com
Sent: Monday, May 16, 2011 9:31 AM **To:** Murphy, Brad; Waidelich, Michael
Cc: Soglin, Paul
Subject: Grandview Commons Remapping (5/16/11 Plan Commission Meeting)

Dear Sirs,

I am writing to express our family's **opposition to the requested zoning changes** being requested by Veridian and Vandelwalle & Associates.

I believe changing the currently approved Sprecher Neighborhood Development Plan, the City of Madison Comprehensive Plan and the current associated zonings to accommodate a big box within an area previously planned for low-density home sites and neighborhood scaled, mixed-use retail would be tragic to the existing surrounding area and the entire neighborhood.

The fact that Veridian is seeking to make this radical change in zoning, without even having a formal plan applied for, is extremely concerning as to what the future may be and that Veridian is abandoning the New Urbanistic Concept that so many of us residents have literally bought into.

With that said, I feel it relevant to express that our family is still **100% behind the *original*** town square plan (located at North Star) which was to include shops and a neighborhood grocery store with a maximum size of 25K sqft. Allowing the commercial element to sprawl along Cottage Grove Rd. (into the previous Doric Lodge site) is not consistent with the existing neighborhood plan and is not well suited to the area.

We do ask that you share our feedback and concerns with the members of the Plan Commission in preparation for tonight's session.

Our family thanks you all for your time and extensive efforts. We understand the City Planning Staff worked hard on this original plan and we applaud those efforts. We look forward to your responsible judgment on this matter.

Bob Hogan
6025 Sharpsburg Dr