

From: Joe Massian jmassian@yahoo.com
Sent: Monday, May 16, 2011 3:41 PM
To: Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne; Cnare, Lauren
Subject: GVC- Re-zoning

Commission,

As a home owner in the state of Wisconsin, I want to be sure you know why it is I chose Madison and more importantly Veridian's Grandview Commons (GVC) off of Cottage Grove Rd, on the East Side.

GVC offers a Pulte/Dell Webb style of living, which has been extremely successful around the US in so many states. Their communities offer both residential and business options and studies have shown, these communities are and have, attracted young professionals looking to live close to major cities and universities, and those wanting to start a family just outside them. With the economic crisis within each of our homes, within our city/state, and across the US/globe; attracting talented, educated and willing workers should be our first priority to revitalize this city and state, so that we can attract more businesses, pull in more tax payers, have more people spending earnings within the city limits and more importantly, showing Madison is a leader in the years ahead.

Veridian has set the standard for the community and attracted so many green and environmentally conscious people with their green building standards, and with the vast network of sidewalks, parks and green-space to safely enjoy their surroundings. Yet there is still so much to develop and more residents to attract. This community will not be as green as it could, if we need to jump in our cars and trucks just for milk or bread. Give us an option to walk, ride a bike, or run to a local store and have that small city feel within minutes from our capital, and do it in a reduced carbon way. Help us help the world around us, and build the business sector with the basic/proper needs thousands of us in GVC have like food, water, and "choice."

I say yes to establishing a business sector and yes to including a well managed grocer, library and other community focused businesses to server GVC and those around us. They would be a great addition.

Thanks, Joe Massian GVC