

**From:** Robert Mucci [\[mailto:ramucci@sbcglobal.net\]](mailto:ramucci@sbcglobal.net)  
**Sent:** Wednesday, January 11, 2012 11:45 AM  
**To:** Murphy, Brad  
**Subject:** Copy of Email to Alder Johnson - Veridian Development - Town Center

Hi Brad,

This is personal and so I am sending it to you via my personal email address vs. my National Guardian Life email address. We are very concerned with what Veridian is proposing. We wrote Alder Johnson the email that you will find below my signature. We realize the neighborhood needs to make some concession, but we believe what Veridian is asking for is just way too much. I personally think they need to bite the bullet and let the property go at a loss and allow someone else to develop it with a different cost structure. We question their whole concept when it started and told folks it wouldn't fly several years ago. It sounds great, but its not today's reality when you realize how much in sales someone needs to do in order to stay in business. I don't have a clue where the council and city staff stands on this, but I hope someone appreciates that they are talking about something that does not complement the area and will create some long-term traffic issues. I was surprised when I initially heard about it and thought it would get killed before now, but see from the Veridian publications and our other neighbors that it has at least a 50/50 chance. Anyway, as a Madison tax payer directly affected by this please take note of our concerns.

Happy New Year and Thanks for all you do for everyone.

Regards,

Our email to Alder Johnson is below our signature.

Bob

Robert and Jan Mucci 6226 Fredericksburg  
Lane Madison, WI 53718

Phone: (H)608 223-9203 (W)608 443-5258 (C)608 444-1408

To: Alder Johnson January 11, 2012

From Robert & Jan Mucci

Address: Richmond Hill – 6226 Fredericksburg Lane, Madison, WI 53718

Re: Veridian Home Project -Town Center at Grandview Commons

Dear Alder Johnson,

We have lived in Richmond Hill since September 1995 and while not the first residents in the neighborhood I believe we are certainly one of the initial families that made this Hovde Development successful. We have

always felt it was sad that his dream for both sides of Cottage Grove Road were not completed due to his death. We have been following the development prospects for the Town Center Project over the last year and feel we understand enough about the project to finally express our opinion. We are very concerned about how this development prospects for this land has changed over the last 17 years. We understand that circumstances change and appreciate the need to adjust to reasonable changes, but what is proposed by Veridian goes beyond both belief and acceptance.

Both Richmond Hills and Grand View Commons are residential neighborhoods and we are not surprised that their initial development plan for this commercial space has been disappointing, but the solution to their short-term problem should not create long-term negative issues for the our neighborhoods or the rest of the residents on Cottage Grove Road. Our issues are:

- Significant increase in traffic due to the nature of the business concept.
- Disturbance from the properties lights. Our house is near Cottage Grove Road and we believe that this type of development may create a significant nighttime illumination issue.
- Property Value: We chose the east side of Madison and specifically Richmond Hill for the quiet neighborhood setting and while we always knew that our neighbors would not always be cattle, we were not expecting a parking lot for a large commercial enterprise.
- Rationale: We live 5 minutes from Sentry and Woodmans and about 7 minutes from the Cottage Grove Piggly Wiggly. We are also about 9 minutes from East Town Mall area shopping. My point is that we are not without reasonably close shopping alternatives and more importantly we have had all of these alternatives for over 16 years. What Veridian proposes may be commercially viable, but it's not necessary and does not complement our neighborhoods. We would suggest that our neighborhoods should not be negatively affected to compensate Veridian for their mistake. The better solution for Veridian may be to sell off the property at a loss or accept no return on their investment. In other words, we suspect their cost basis in this development is driving their decisions and desires more than the market. ***You can get a lot more tenant prospects in a property with \$6 a square foot rent than you can at \$18. Their embedded costs should not be our neighborhood's problem – We are sure they made a lot of money during the housing boom which compensates them for this mistake.***

Alder Johnson we hope you agree with our concerns and will do everything in your power to stop this proposed development. We recognize you represent the property owners and Veridian is also one, but they are not the people who will have to live with this proposed project for years to come. Thanks

Robert & Jan Mucci

(608) 223-9203 Home

(608) 443-5258 Work Copy to Brad Murphy – City Planning