

From: Rajkovich, David A [mailto:DRAJKOVI@amfam.com]
Sent: Thursday, January 12, 2012 1:48 PM
To: Waidelich, Michael; Murphy, Brad; Cover, Steven **Cc:** Soglin, Paul
Subject: GVC Home Owner

Good Morning

I am writing you to express my opposition to the construction of a "Big Box" grocery store in the Town Center of the Grandview Commons Neighborhood.

Most residents as well as I that are located within the three or four neighborhood area are in support of a smaller less than 25,000 sf regional grocery store that is #1 more suited for the location for various reasons pertaining to traffic, lighting, pollution, noise, safety etc. and #2 is within the original vision of the "Traditional Neighborhood Design" and vision that was once that of Grandview Commons. We are NOT in support of a Big Box store that may reach 58,000 sf.

The reason that we chose to purchase a new home in the Grandview Commons neighborhood was that it was a Traditional Neighborhood very similar to the one that I grew up in the Milwaukee area. Grandview Commons has a mix of various sizes and styles of homes along with a nice mix of varied densities of multifamily homes. GVC includes many park areas for kids to play and a network of sidewalks that are used by children of all ages and adults alike. The streets, home sites, and homes are specifically designed to encourage the safe flow of pedestrians which promotes a sense of community and ownership in ones neighborhood. Once again neighbors can have to opportunity to get to know one another. Furthermore GVC truly is a neighborhood that families can feel confident about the safety of their family simply riding their bike around the block on a warm summer evening.

This safety and sense of neighborhood community I feel will be greatly compromised should the Comprehensive Plan be changed and the Big Box ordinance be amended to allow the 58,000 sf Copps or any other large retailer to build a big box as proposed in the "Town Center" of GVC.

An exponential increase in vehicle traffic will be a reality as customers and suppliers come and go at all hours of the day and night traveling to the Big Box store. The small commuter and artery streets that run through our great traditional neighborhood are not designed nor will handle the increase in traffic. What is now a safe walk able and bike friendly neighborhood for all ages will become just the opposite. Neighbors will then be forced to drive their vehicle 2 blocks to the Great Dane vs. just walking the family up the street. This scenario is not the vision that most if not all residents of GVC were "sold" on when moving to the neighborhood.

The original neighborhood vision included a great "Town Center" area that included small business, mixed use medium density buildings, perhaps a library, all surrounding a common parking area. This did not include a big box building and 100,000 sf of paved parking surface. Unfortunately that vision has obviously faded and stalled as a result of the economic conditions that we ALL are faced with having to deal with.

Please keep in mind that the issue for me and most of my neighbors is not that we are anti-development nor are we opposed to a grocery store. It is about changing the existing plan that was put in place to support and guide responsible development to allow a 58,000 sf Big Box grocery store. I and my neighbors have relied and hope to continue to rely on the continuity of such plans when choosing where to live. To change them now is NOT the right and responsible thing to do.

We are all very aware of the economic conditions that have changed the developer's "Vision" of GVC which has spawned their desire to request a change in the Comprehensive plan. Please remember that we are all dealing with challenging economic conditions not just the developer, and to make an irreversible long term decision I feel is the wrong thing to do.

I appreciate all of the hard work that you have done in the past and the commitment that you all have to making Madison the great city that it is. I further encourage you oppose any changes that would allow the construction of this Big Box grocery store in Grand View Commons.

I would greatly appreciate it if you would share these comments with all members of the Plan Commission prior to the scheduled meeting of January 23, 2012.

Kindest Regards,

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