

August 17, 2011

Mr. Jeff Rosenberg
Veridian Homes
6801 South Towne Drive
Madison, WI 53713

Dear Mr. Rosenberg,

I am writing to thank you for the time you and Brian Munson spent with me. I appreciate the opportunity I was given to express my opinions regarding your request to change the Comprehensive Plan as it relates to a portion of Grandview Commons.

Because you requested the meeting, I was somewhat surprised that you had nothing to present or to show me. I have heard from several people that the area was being re-designed but that there was no significant change regarding the proposed big box grocery store. I hope that is not the case.

As I mentioned at the meeting, a big box grocery store, or big box store of any type, is completely and totally incompatible with a residential neighborhood. The many reasons are documented in numerous letters and communications sent to City staff and the Madison Plan Commission.

You mentioned that it would be more financially favorable for Veridian to construct apartment buildings than to continue to pursue a big box grocery store. Such a change would also be more favorable to most people living near the site. Well designed apartments and or condos could be a nice addition to the area and would serve as a buffer between the single family home area and the commercial area, or town center, at the west end of the site.

When people buy a home in a planned community like Grandview Commons, they are buying more than their home. They are buying into a neighborhood plan and a concept for living. They also are buying into representations made by the developer and the zoning established by the City. To change that now would be the equivalent of a "bait and switch" retail scheme. The harm to Veridian's reputation would be huge.

In a Wisconsin State Journal article awhile back, you were quoted as saying that Roundy's wanted to compromise. We have seen no evidence of that. There has been one constant since this discussion started more than 18 months ago, and that is Roundy's insistence on a big box grocery store at the eastern end of the site.

I sincerely hope that Veridian will reconsider and submit a project plan that compliments, rather than harms, the existing neighborhoods.

Regards,

Paul Reilly
1218 Alexandria Lane
Madison, WI 53718

C: City Planning Staff
Ald. Jill Johnson