

**From:** Jill Schaefer [mailto:jcschaef@hotmail.com]  
**Sent:** Monday, December 12, 2011 3:27 PM  
**To:** Trowbridge, David; robbie@robbiewebber.org  
**Cc:** Murphy, Brad; Waidelich, Michael; Soglin, Paul  
**Subject:** AGAINST Big Box Grocery Proposal in Grandview Commons

Dear Mr. Trowbridge and Ms. Webber:

Please share this email with members of the Long Range Transportation Planning Committee in advance of this Thursday's meeting.

I am writing to voice my strong OPPOSITION to the proposed Big Box Grocery in Grandview Commons. My husband and I purchased our home in Grandview in January 2010 (less than 2 years ago!) and were told that a small grocery of 25,000 square feet was going to be incorporated into the neighborhood, along with a public library branch and a couple other small retail businesses. This was a major selling point for us in buying our home here, and we were really excited about moving into a green, forward-thinking neighborhood that incorporated the best practices of new urbanism.

Needless to say, we are shocked and dismayed to learn of this proposal, especially given that there have been no public meetings or opportunities to voice our opinions and concerns with our alder over the last 2 years. In addition to feeling as though we have been subject to "bait and switch," this Big Box store does not belong in Grandview for many reasons, among them:

- The increased traffic this store intends to bring from miles around. As a cyclist and parent of two small children, I am concerned about the safety of my family with a large-scale driving destination grocery in my neighborhood. The streets and roads within and around this neighborhood are not designed for this heavy traffic, nor should they be. The approval process for this proposal has been completely backwards and suspect. No formal development application has been filed, and now, all of a sudden, there is a huge rush of activity and push to get this through ASAP. I think a decision to entirely change the plan of a neighborhood and the plan set forth in the city's comprehensive plan requires more input from neighbors, as well as additional studies on traffic and environmental impact. I worry about the impact this store will have on the small Sentry grocery store, just a mile West of this proposed Big Box on Cottage Grove Road. We lived next to that Sentry for 7.5 years before we moved to Grandview, and it serves a wide range of citizens who may or may not be able to drive to a Big Box store further out of the city.
- Opening a larger store just up the road seems likely to put it out of business, much to the loss of those citizens who rely on it the most.
- That small Sentry store, where we still bike for small grocery trips, is a good example of the kind of small walkable, bikeable grocery that would thrive in Grandview Commons--and the kind of store we were told would be built when we moved here. (There are many other examples in this city of small groceries that are integral to their neighborhoods--Jenifer Street Market, Willy Street Co-op, Trader Joe's, and Pierce's among others.) Let's not add another mega grocery store to the far reaches of Madison. It's not good for Grandview Commons, and it's not good for the city.

Many thanks for your careful and thoughtful consideration of this issue.

Sincerely, Jill Schaefer 6133 Dominion Drive Madison, WI 53718