

From: Mike Te Ronde [mailto:mjteronde@chorus.net]
Sent: Friday, May 13, 2011 6:04 PM
To: Murphy, Brad; Waidelich, Michael
Cc: Soglin, Paul; Monks, Anne
Subject: Proposed east side grocery store

May 12, 2011

Dear Messrs. Murphy and Waidelich:

We are strongly opposed to the proposal to remap town center sites east of North Star from Neighborhood Mixed Use/Medium Density Residential to Community Mixed Use, as well as remapping the former Doric Lodge Site from Low Density Residential to Community Mixed Use. We understand that this proposal, which would permit the construction of a Copp's grocery store in Grandview Commons, will be introduced to the Plan Commission on Monday, May 16, and that the Plan Commission will decide at that meeting whether this proposal shall be on the list of projects that will obtain further study.

We are not residents of Grandview Commons. We live in the Richmond Hills neighborhood just south of Cottage Grove Road. It is our belief that the quality of life in each of the affected neighborhoods will be diminished if the City of Madison allows this store to be built. Residents will have to look at a big, bland building that is completely out of place with the beautiful housing in Grandville Commons and Richmond Hills. We believe the store is going to stick out like a big sore thumb. Furthermore, we believe that a building of this size would subject Cottage Grove Road, as well as other streets that lead up to Cottage Grove Road, to heavier traffic, thus creating a safety hazard.

We do not oppose retail development for Grandview, provided that the building conforms to current policy, especially in terms of size (which we understand currently is a maximum of 25,000 square feet). It is our belief that anything over 25,000 square feet will be intrusive.

Madison neighborhoods have been well served by the current policy of designating where big boxes can and cannot be built. Changing that successful and thoughtful policy now would be a big mistake. It would set a precedent that could lead to big boxes being built in other residential areas of the city. For the reasons outlined above, please remove this proposed amendment from the list of projects that will receive further consideration.

Thank you for taking the time to the time to consider our concerns. We respectfully request that our comments be printed and shared with Plan Commission members prior to the May 16 meeting.
Mike and Karen Te Ronde, 6121 Fredericksburg Lane, Madison, WI 53718