



VANDEWALLE & ASSOCIATES INC.

Thursday, March 17, 2011

City of Madison Plan Commission
Attn: Mike Waidelich
215 Martin Luther King Jr. Blvd.
Suite 100
Madison, WI 53710

Re: Grandview Commons Grocery Store
Comprehensive Plan Amendment Request

Dear Mr. Waidelich:

This letter summarizes the request on behalf of Veridian Homes for the City of Madison to undertake the Track 2 Comprehensive Plan Amendment process for the potential development of a grocery store within the Grandview Commons Neighborhood. This project has been under discussion for some time, and the process outlined in the Track 2 approvals will allow additional opportunities to discuss the project over the course of the year.

The Grandview Commons Project, designed in 1998, has undergone many incremental changes over the course of its implementation, but none have been able to spark the creation of the long desired town center. The creation of an anchor grocery store offers an opportunity to create momentum for the commercial uses, facilitate the City of Madison Library site, and offer the local region a walkable grocery and mixed use center; however, implementation of this project will require remapping the site to Community Mixed Use, revisions to the Sprecher Neighborhood Plan, and amending the PUD:GDP.

The Development Team is requesting a remapping of the town center sites east of North Star from Neighborhood Mixed Use/Medium Density Residential to Community Mixed Use and remapping the former Doric Lodge Site from Low Density Residential to Community Mixed Use. Both sites would retain the Transit Oriented Development Overlay. This amendment would be further defined through a more detailed Neighborhood Plan Amendment for the Sprecher Neighborhood; as well as, a future amendment to the Grandview Commons Planned Unit Development: General Development Plan.

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Shaping places, shaping change

This amendment will allow the redesign of the town center to include the key anchor grocery use and moving the town center from idea to reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Munson', with a long horizontal flourish extending to the right.

Brian Munson
Principal

Generalized Future Land Use Plan

City of Madison
January 2006








RESIDENTIAL DISTRICTS
 LDR Low Density (0 - 15 units/acre)
 MDR Medium Density (16 - 40 units/acre)
 HDR High Density (41 - 60 units/acre)

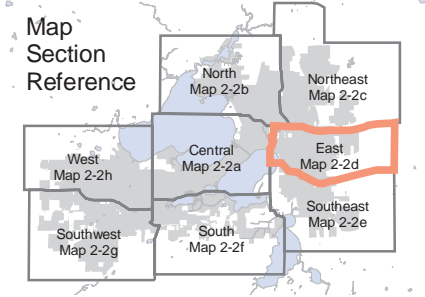
MIXED USE DISTRICTS
 NMU Neighborhood Mixed-Use
 CMU Community Mixed-Use
 RMU Regional Mixed-Use

COMMERCIAL/EMPLOYMENT DISTRICTS
 GC General Commercial
 RC Regional Commercial
 E Employment
 I Industrial

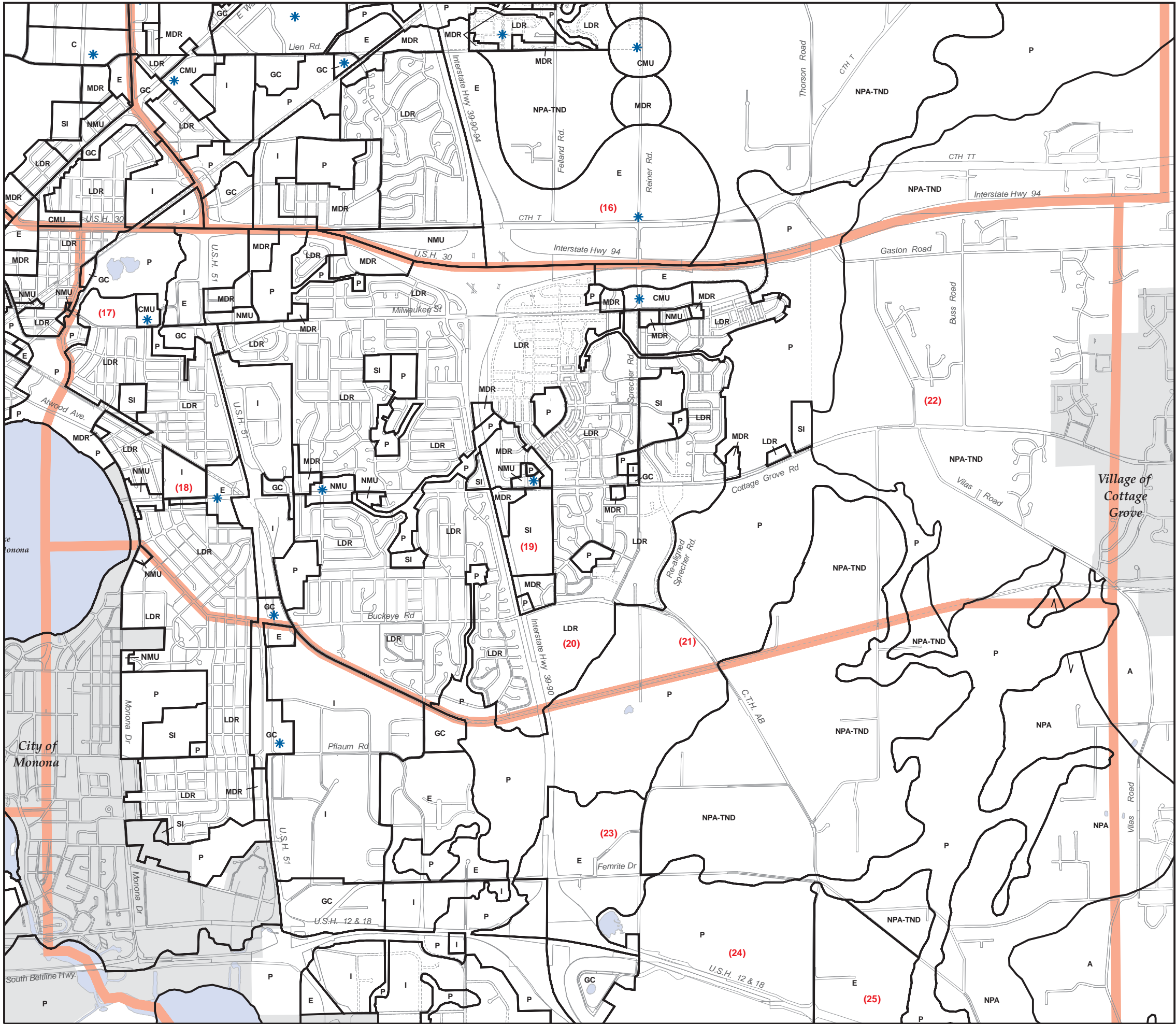
OPEN SPACE - AGRICULTURE DISTRICTS
 P Park and Open Space
 A Agriculture/Rural Uses

SPECIAL DISTRICTS
 SI Special Institutional
 AP Airport
 C Campus

-  Downtown Districts (See Volume II Map 2-3)
-  NPA Neighborhood Planning Area (TND Encouraged)
-  **SPECIAL OVERLAY DESIGNATIONS**
 TOD Transit-Oriented Development (Conceptual Locations)
 TND Traditional Neighborhood Development (May be applied to NPA and residential districts as specified in neighborhood and special area plans.)
-  Land Use Note Reference Number
-  Other Cities and Villages
-  Existing Street
-  Conceptual Street



Data Source:
City of Madison Department of Planning and Development, Planning Unit



April 21, 2006 3:30 pm