

**From:** Joe Wirag  
**Sent:** Monday, February 20, 2012 11:38 AM  
**To:** Waidelich, Michael  
**Subject:** GRANDVIEW COMMONS PROPOSAL

TO WHOM IT MAY CONCERN:

MY NAME IS JOE WIRAG. MY WIFE TAMMY AND I OWN THE SENTRY FOODS GROCERY STORE LOCATED AT 4602 COTTAGE GROVE.

FIRST, I WANT TO MAKE IT CLEAR THAT WE ARE NOT OPPOSED TO THE TOWN CENTER AND WE WELCOME COMPETITION. COMPETITION MAKES US ALL BETTER RETAILERS. HOWEVER THAT DEVELOPMENT NEEDS TO MAKE SENSE NOT ONLY FOR GRANDVIEW COMMONS BUT ALL THE NEIGHBORING COMMUNITIES. THIS PROJECT CONTRADICTS THE OBJECTIVES, GOALS AND POLICIES CONTAINED IN THE CITY'S COMPREHENSIVE PLAN AND THE ORIGINAL PLANS OF GRANDVIEW COMMONS.

BUILDING A BIG BOX GROCERY STORE IN AN AREA THAT IS ALREADY SATURATED WITH GROCERY STORES AND NEW STORES COMING TO THE AREA (WOODMANS AND COSTCO) JUST DOESN'T MAKE SENSE. DON'T FORGET THE NUMBER OF CURRENT STORES IN THE AREA..... FROM COPPS MONONA, SUPER WALMART MONONA, COPPS IN SUN PRAIRIE(2), SENTRY IN SUN PRAIRIE, HY-VEE, TARGET, PIGGLY WIGGLY IN COTTAGE GROVE, A WALGREENS ON EVERY CORNER AND YES MY SENTRY FOODS STORE ON COTTAGE GROVE ROAD. FARM&FLEET AND MENARDS EVEN SELL GROCERIES OF SOME KIND.

THE 8' PIE IS STILL AN 8' PIE, HOWEVER, THE PIECES CONTINUE TO GET SMALLER. WHY DO YOU THINK

CUB EAST IS GONE?? THINK ABOUT IT! ASK YOURSELF THIS QUESTION.... DO WE REALLY HAVE ENOUGH ROOFTOPPS TO SUPPORT ANOTHER BIG BOX GROCERY STORE? SHOW ME THE STUDIES TO SUPPORT THE PROPOSAL.

UNDERSTAND GRANDVIEW COMMONS WANTS A "WALKABLE" TOWN CENTER. IT IS A GREAT IDEA, BUT IS IT REALISTIC? IS A BIG BOX GROCERY STORE THE ANSWER? A BIG BOX GROCERY STORE IN GRANDVIEW COMMONS NEEDS MORE THAN WALK-IN TRADE TO SURVIVE. BECAUSE OF THE PROPOSED SIZE OF 58000 SQ. FT. THE COPPS STORE BECOMES NOT JUST A NEIGHBORHOOD STORE BUT A REGIONAL STORE DRAWING POSSIBLY FROM UP TO A 5 MILE RADIUS FOR THEIR BUSINESS. THIS WILL HAVE A SIGNIFICANT IMPACT ON ALL NEIGHBORING COMMUNITIES AND BUSINESSES.

JUST TO BUILD A STORE THINKING EVERYONE WILL SHOP THERE BECAUSE IT IS PART OF A TOWN CENTER IS UNREALISTIC. WITH THE ECONOMY BEING WHAT IT IS AND UNLESS THE PROPOSED COPPS GROCERY STORE IS THE LOW PRICE LEADER IN THE AREA, PEOPLE SHOP SPECIALS AND WILL DRIVE TO FIND THEM. YOU CAN DRIVE LESS THAN 10 MINUTES IN ANY DIRECTION AND FIND A LOCATION THAT SELLS GROCERIES.

OUR SENTRY FOODS GROCERY STORE HAS BEEN AROUND SINCE 1972. THE STORE HAS SEEN MANY CHANGES IN COMPETITION OVER THE YEARS. WE ARE STILL HERE, BUT EACH YEAR GETS HARDER AND HARDER. WE PROVIDE A FULL SERVICE, FAMILY OWNED GROCERY STORE TO THE COMMUNITY. THE COMMUNITY RANGES FROM LOW INCOME, TO SENIORS, AND YES TO EVEN GRANDVIEW COMMONS. WE MAY BE OLD SCHOOL BUT WE PRIDE OURSELF ON SERVICE AND GOING THE EXTRA MILE FOR OUR CUSTOMERS. OUR MOTTO "YOUR SENTRY... YOUR COMMUNITY"

IN CLOSING, PLEASE DON'T MAKE A DECISION TO IMPROVE ONE NEIGHBORHOOD(GRANDVIEW COMMONS PROPOSAL) AT THE EXPENSE OF EXISTING NEIGHBORHOODS. A TOWN CENTER IS A GREAT IDEA, BUT A BIG BOX GROCERY STORE IS NOT THE RIGHT FIT FOR THE TOWN CENTER CONCEPT AND WILL HAVE A NEGATIVE EFFECT ON THE COMMUNITY AND SURROUNDING NEIGHBORHOODS. IF THE SUPPORT IS NOT THERE, WE DON'T NEED TO HAVE TWO VACANT GROCERY STORES.

SINCERELY, JOE WIRAG (OWNER) SENTRY FOODS  
4602 COTTAGE GROVE ROAD  
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