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From: Roger Anderson randersn@sbcglobal.net  
Sent: Sunday, May 08, 2011 10:38 PM  
To: Murphy, Brad; Waidelich, Michael; Cnare, Lauren  
Cc: Soglin, Paul; Monks, Anne  
Subject: Remapping of Doric Lodge site

To all, My name is Roger Anderson. I live at 549 Galileo Dr in the Grandview Commons neighborhood, part of the McClellan Park Neighborhood Association, on the East side of Madison where the Doric Lodge site is located.

I am emailing to inform all of you that I am in favor of changing the mapping of the town center sites East of North Star Dr. 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.

I understand that 25 years ago the plan was to have small shops in this area. It's a great idea but the economy has changed and there are several mostly empty strip mall, small business areas already on the East side. Monona Dr has several old and new building that are mostly empty. There needs to be an anchor business in the area for smaller businesses to succeed. There is nothing else in the area that would generate the traffic, foot, bike or auto, that is needed to support small businesses.

DSI has been working for years to find businesses to invest in a small business type of commercial development without any luck. I would think it's the same reasons that the buildings on Monona Dr. are empty. I am glad that DSI did not build more smaller buildings in the neighborhood just to have the buildings be empty.

From my understanding, Cottage Grove Rd. is already slated to be expanded and the bridge over the Interstate will be four lanes. Cottage Grove Rd. will be able to handle any traffic generated from a larger business on the land.

The Doric Lodge is an eye sore. The empty lots are not attractive. The library promised for the neighborhood is on hold until plans can be determined for the rest of the land. It is my opinion that changing the mapping for the land will allow a better chance for the land to be developed for the better of the McClellan Park neighborhood.

The City of Madison has laws regarding landscaping, lighting, architecture, etc. of any commercial building built. A larger building could be built that would still fit into the overall neighborhood. A larger building would accommodate an anchor business that would draw the traffic to support smaller businesses as well as support the neighborhood. Businesses would help bring bus service to the area, pay taxes, provide goods and services, and jobs.

With the additional taxes, we may be able to get the library in the neighborhood, bus service, and better snow plowing of the narrow carriage lanes in the neighborhood in the winter.

I request that my comments be printed and shared with all Plan Commission members prior to the May 16 meeting.

Thank you. Roger  
Anderson 549  
Galileo Dr