

**From:** ryan bender rabender@gmail.com  
**Sent:** Monday, May 09, 2011 3:03 PM  
**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne  
**Subject:** Proposed Rezoning in Grandview Commons

Hello,

I am a homeowner in Grandview Commons and I am writing to voice my opposition to the rezoning of the Doric Lodge area to allow a big box retail outlet.

I stayed in Madison after school and moved to a Veridian neighborhood because I thought that Madison and Veridian shared my commitment to a different kind of future. The development of the future should not include huge empty spaces that are difficult to re-purpose. Right now, for example, one of the Copp's in my hometown moved locations -leaving behind a large store and empty parking lot. What will happen to our neighborhood when a 65,000 square foot store is no longer profitable?

Development has slowed because of the recession, but one of the tough economic lessons learned during this period has been -bigger is not always better. If Roundy's wants to put a grocery store our neighborhood this is their opportunity to be smaller, smarter, and better than before -not just doing business as usual.

65,000 sq ft of big-box retail goes against our neighborhood plan, and the City of Madison Comprehensive Plan -so let's encourage Roundy's to accommodate Madison and our neighborhood, not go out of our way by making a change for a projected land development that has failed in pre-presentations at neighborhood, Plan Commission, and Urban Design meetings.

Thank you,

Ryan Bender

Ryan A. Bender, R.Ph

649 Orion Trail  
Madison, WI 53718  
rabender@gmail.com