

**From:** sherwig@kraftfoods.com

**Sent:** Tuesday, May 10, 2011 10:48 AM

**To:** Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne

**Subject:** Proposed Grandview Commons Comprehensive Plan Amendment Revision

Good day,

I am writing to you regarding the March 16 Plan Commission review of the proposed Comprehensive Plan amendment for the potential development of a grocery store within the Grandview Commons Neighborhood. I am a resident of Grandview Commons and

**request the commission remove the Grandview proposed amendment from the list included for further consideration.**

- I am not opposed to retail for Grandview Commons, **only the location and size that deviate largely from the original plan** that caused me to make the decision to invest in the Grandview Commons Neighborhood.
- When the original Sprecher neighborhood plan was created in the 1980's Don Hovde worked closely with City Planning Staff to ensure a New Urbanistic Concept. The City of Madison has based all approved neighborhood plans on this concept, none of which place a "big-box" in a residential neighborhood.
- What the Plan Commission decides to do with this proposal will affect the lives of people who have invested in the City's concept of New Urbanism for the next 50+ years to come. An approval of the proposed plan revision will set a precedent and will negate years of thoughtful development strategy.
- There may be other proposals that come forward that are less intrusive and would warrant changing a neighborhood plan; however, this is not one of them, especially leaving the door wide open to ANY big-box store Veridian wishes to entertain.
- Big-box stores generate grossly higher "Trip Generation" than a combination of smaller mixed used commercial establishments, bringing heavy traffic to Cottage Grove Road, across a two lane bridge and bike path and into our neighborhood.

Please share my comments with all Plan Commission members prior to the meeting. Your consideration of my request is greatly appreciated.

Sarah J. Herwig 809  
Callisto Drive  
Madison, WI 53178