

Jeffrey & Vicki Russell 6022  
Fairfax Lane Madison, WI  
53718 May 12, 2011

To Whom It May Concern:

As residents in the Richmond Hill Subdivision, we have been anxiously watching the development plans in Grandview Commons, which is located directly across the street. We have learned that 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.

We oppose this amendment for the following reasons:

- We are not opposed to retail for Grandview Commons, only the location and size that deviate so much from the plan.
- When the original Sprecher neighborhood plan was created in the 80's Don Hovde worked closely with City Planning Staff to ensure a New Urbanistic Concept. 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. One approval like this will set a precedent and can 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, but this is not one of them, especially leaving the door wide open to ANY big-box store Veridian may wish 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.

As we unfortunately will be unable to attend the meeting on May 16, we request that you please share our comments with all Plan Commission members prior to the meeting.

Thank you for your time and consideration. We ask that you consider the negative impact on our neighborhood and remove the Grandview proposed amendment from further consideration.

Sincerely,

Jeff & Vicki Russell Groupon.com Official Site