

**From:** Tiffany Taha tiffanytaha@gmail.com  
**Sent:** Wednesday, May 11, 2011 8:42 PM  
**To:** Murphy, Brad; Waidelich, Michael  
**Cc:** Soglin, Paul; Monks, Anne  
**Subject:** Don't change the Comprehensive Plan to allow for a 65,000 sq. ft. grocery store

Dear Brad Murphy and Michael Waidelich,

Please do not change the Comprehensive Plan to allow for a 65,000 square foot grocery on Cottage Grove Road. A big box store across from my neighborhood would be awful. 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. I am not opposed to retail for Grandview Commons, only the location and size that deviate so much from the plan that caused us to make the decision to invest in the area.

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. This would be a blight to Grand View Commons and Richmond Hill. 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. On top of this Roundy's is in financial trouble and up for sale. If Roundy's builds and gets sold, we may be left with a large vacant big-box.

Please print and share this with all Plan Commission members prior to the meeting.

Thank you, Tiffany Taha President, Richmond Hill

Tiffany Taha