

Mr. Steven Cover
Director of Planning & Community & Economic Development
City of Madison
Madison, WI

11/22/11

Dear Mr. Cover,

On behalf of Barbara Davis, John Driscoll, Mike Knott and myself, I am writing to thank you and your staff for meeting with us to discuss Veridian's requested changes and amendments to the Grandview Commons area.

These changes, if approved, will have a great impact on the area; much of which is negative. I need not repeat them here as I am sure they are well documented.

Very few neighbors, if any, are opposed to a grocery store. It would be nice if we had the luxury of discussing details. However, it is difficult to do so when the developer and purported buyer of the property have continuously said that site and size are non-negotiable.

Of utmost concern is that the developer is now primarily motivated to sell a large parcel of land in order to realize a much needed infusion of cash. Once sold, the developer will lose control of what gets done. The property will be owned by a real estate investment company and that opens up the possibility for a much different result.

There is no evidence that a large grocery store (or retail store) will serve as an anchor for the town center. A large building far removed from the town center site, along with a huge parking lot, might have the opposite effect. The risk of failure is huge and the neighborhoods would have to suffer the consequences.

After staff has had time to analyze and review the requested amendments, we would like to get together again. At that time we could discuss what changes to the request would be in order and hear staff's ideas.

I will contact you or Brad Murphy in the near future to arrange a meeting.

Regards,

Paul Reilly
John Driscoll
Barbara Davis
Mike Knott

C: Brad Murphy
Michael Waidelich