



VANDEWALLE & ASSOCIATES INC.

October 19, 2011

Brad Murphy
215 Martin Luther King Jr. Blvd.
Suite 100
Madison, WI 53710

**Re: Grandview Commons Town Center
PUD:GDP/Sprecher Neighborhood/Comprehensive Plan**

Dear Mr. Murphy:

The following document summarizes the Veridian Homes' request for the amendment to the Grandview Commons Town Center. This Planned Unit Development: General Development Plan (PUD:GDP)/R2T rezoning request is submitted in parallel with a request to amend the Sprecher Neighborhood Plan and City of Madison Comprehensive Plan. This comprehensive review and redesign of the Town Center area has been undertaken to move the mixed-use walkable town center from idea to reality in an economically feasible model.

Grandview Commons has been one of the flagship New Urbanist communities in Madison and Veridian Homes' continued dedication to the vision and goals of creating a walkable and vibrant community is evident in its continued success. Veridian Homes has upheld and expanded the neighborhood vision with the implementation of every phase and will continue to have a large stake in its continued success through the completion of the next ten years of inventory; however, to date the vision of the town center has not been successfully implemented. The site has been actively pursued for creation of a mixed-use town center, as described in all of the adopted plans for more than 10 years, without success. This effort has included design and approval of two buildings, active leasing efforts, and countless contacts and discussions with prospective tenants; all without success in sparking the further development of the town center. These results, through the highs and lows of the market, coupled with further discussions with town center design and implementation experts throughout the nation have identified the need for an anchor tenant to spur the further development of the town center. Creation of an anchor grocery store offers an opportunity to create momentum for the town center commercial uses, support the City of Madison Library site, and offer the greater Sprecher Neighborhood area a walkable grocery and mixed-use center.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax
www.vandewalle.com

Shaping places, shaping change

Facilitation of the anchor use within the town center requires amendments to the site zoning, neighborhood plan, and comprehensive plan. Combining all three requests into a parallel public review process will allow the appropriate review at each level of planning and result in a detailed regulatory framework to assure that the final adopted program and site plan meet the goals and vision of the town center and surrounding neighborhood.

We look forward to working with the City and adjoining neighborhoods on moving the long sought after Grandview Commons Town Center from concept to reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Munson', with a long, sweeping horizontal line extending to the right.

Brian Munson
Principal