

19 September 2008

Bruce Sylvester
City Planner
City of Verona
111 Lincoln Street
Verona WI 53593

Re: Downtown Verona comprehensive draft plan

Dear Mr. Sylvester,

As property owners and business owners who have had a presence in downtown Verona since 1971, we are very interested in the development and the preservation of the downtown business district. When we outgrew our property on South Main Street we chose to remain downtown and in 1997 combined three properties in order to create a workable location on Verona Avenue that was convenient for the citizens of Verona. Again in 2005 we worked with Park Bank to share ingress and egress and easements in order to make workable solutions for issues of customer convenience as well as the bank drive up facility and freight deliveries for Ace Hardware. In today's world of the "big Box" convenience and customer service are essential for the small town business to succeed.

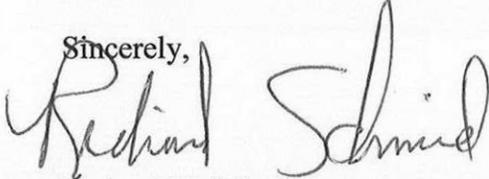
One of the concerns addressed in the plan is traffic. Traffic is in itself a good thing for the downtown business district, and a lot of advertising is done just to get customers to think of our downtown as a destination. We can also appreciate that safety of vehicular, bicycle, and pedestrian traffic enter into the customer decision as to where to shop.

One of our concerns addressed in the draft plan involves the intersection of Main Street and Verona Avenue and the four intersection quadrant blocks. The customer access from Verona Avenue that is shared by Ace Hardware and Park Bank is essential to the well being of our business and the value of our property. Many years ago before any of the current buildings were built, it was recognized that access from South Main Street to property in the south west quadrant was necessary and easements were created on the Park Bank and Ace Hardware properties at that time. We cannot remove access for either north bound or south bound Main Street traffic to enter the easement on the Park Bank property. It would create a serious safety issue to Ace Hardware customers crossing from the parking lot to the store if the Main Street access were closed and all traffic currently using that access were required to use the South Shuman Street entrance. It would also seriously hamper Ace Hardware in its ability to receive merchandise freight trucks.

We appreciate that the city is concerned with issues affecting the downtown area. Please do not jeopardize the investment of the current downtown "anchors" but preserve what we have and promote new development opportunities downtown.

Since we will not be able to attend the discussion/open house on September 29 at the Verona Senior Center due to a previous commitment that requires us to be out of town at that time, we wanted to take this opportunity to make you aware of some of our concerns. We will be taking an active interest in the plan as it develops and hope that you will continue to invite input from interested persons.

Sincerely,



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