



September 10, 2008

City of Verona  
Attn: Bruce Sylvester, AICP  
111 Lincoln Street  
Verona, WI 53593

Re: Downtown Verona Comprehensive Draft Plan

Dear Bruce,

Ace Hardware has been an anchor business in downtown Verona for over 36 years. When the decision was made to expand and relocate the Ace Hardware in 1997 from the location around the corner on Main Street, we chose to remain downtown. We worked with other local businesses, property owners and the city to develop several properties into one commercial property. At the time we chose our location, the layout of the building on the property, the location of our receiving room and how we would receive freight, and the location of entries onto the property played key roles in the decision to build at the current site. Since then we have supported growth and change in the downtown including the addition of Walgreen's, Park Bank and The World of Variety expansion.

Mark and I applaud the City for looking ahead into issues affecting the downtown area. However, some of the plan goals do not seem to take into consideration the well being of businesses currently existing within the downtown quadrants. After reviewing the recent comprehensive draft plan, dated August 18, 2008, for downtown Verona, Mark and I have several major concerns as to how this plan will impact our ability to conduct business. It appears that there are several aspects of this plan that will have a major negative impact on our business as detailed in the following.

There are several options being detailed for the intersection of Main Street and Verona Avenue. One goal referenced on page 18, Section B.c, of the plan states;

"Eliminating vehicular access directly onto Main Street and instead providing access via a "rear-loaded" approach with parking in the rear".

Furthermore "All commercial properties in the 4 "Intersection Quadrant" Blocks will include No driveways onto Main Street"

We oppose this goal of the plan for several reasons; a) we receive our freight trucks via this Main Street entry. At the time we built the store the easement was designated to assure our ability to receive our freight (using semi freight trucks) off street as dictated by the city at that time. When Park Bank developed their property they designed their site to accommodate the existing easement necessary for our business to function, as well as to

minimize any additional traffic on to our property. Should this driveway be closed off we will not be able to receive freight onto our property, and to our loading dock, which will

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grossly affect our business in a negative manner b) There will be a marked increase in the flow of traffic directly in front of the entry to our store as customers for Park Bank and WOV using the current Main Street driveway will have to cross our property. This will create a safety issue to our customers as they will have to cross this traffic flow to come from our parking lot to our store. c) Convenience was one of our reasons for remaining downtown. We have multiple entries to the property making it convenient to stop in no matter which way a person is traveling. When you take away a convenient, safe means to enter and exit from our store it lessens the customers desire to shop at our location. Once again having a negative impact on our business.

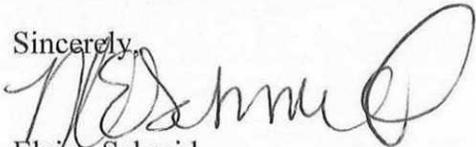
Another goal referenced in the plan is page 23, Section B. Transportation, West Verona Avenue;

“Driveways onto Verona Avenue will be eliminated where possible”

Our opposition to goal of the plan is basically the same as detailed above in relation to the Main Street entry. a) this driveway is also essential to our ability to receive freight using semi trucks onto our property as it is the exit to our freight truck route. Should this driveway be closed off it will cut off our main delivery artery, greatly hindering our ability to conduct our business. b) Again, closing off either of the main shared driveways to our business and Park Banks will greatly increase the traffic directly in front of our store with the traffic flow cutting in between the store and the parking lot. This creates a safety issue for our customers walking to and from their vehicles. c) Convenient entry and exit to our business from several different directions in the city will be eliminated.

Mark or I would be like to meet with you in person at our property to illustrate exactly how detrimental these proposed changes would be to our business. One of us will be in contact with you in the next few days. If you need to reach one of us and are unable to do so at the Verona store number, 845-7920, please feel free to use our cell phones. My cell phone number is 575-0876 and Marks cell number is 575-2293.

Sincerely,



Elaine Schmid

Owner / Director of Operations

Cc: Richard & Sue Schmid