

**From:** [Stouder, Heather](#)  
**To:** [Ethington, Ruth](#)  
**Cc:** [Firchow, Kevin](#); [Parks, Timothy](#); [Kennelly, Daniel](#)  
**Subject:** Fw: Emerson East comment on Madison Public Market  
**Date:** February 21, 2020 6:09:32 AM

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Please add to Legistar and to the PC file. Thank you!

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**From:** Diane Farsetta <farsettad@gmail.com>  
**Sent:** Thursday, February 20, 2020 8:58:24 PM  
**To:** Stouder, Heather; Abbas, Syed  
**Subject:** Emerson East comment on Madison Public Market

Emerson East Neighborhood Association - Development Subcommittee  
P.O. Box 3385  
Madison, WI 53704-3385  
Via email: [eenadevelopment@gmail.com](mailto:eenadevelopment@gmail.com)

February 21, 2020

Dear members of the City of Madison Plan Commission,

We are writing to express our general support for the Madison Public Market, while urging you, City staff, other committees and the Common Council to address our concerns around parking and pedestrian and bicyclist safety in the area.

Our neighborhood looks forward to welcoming Madison's Public Market. We appreciate the time and effort that have gone into the market thus far. We value the MarketReady program's focus on equity in local economic development, and the market's goal of being a welcoming community gathering space.

We want the market to be successful but do not feel that current plans adequately address the impact of that hoped-for success on our neighborhood or visitors to it. Conservative estimates are that some 500,000 people will visit the market a year, similar to the Overture Center.

The intersections of North First Street at both East Johnson Street and East Washington Avenue continue to be problematic for drivers, pedestrians, and bicyclists. There were 21 crashes at the East Washington at First intersection from January to November 2019 alone. We are concerned that these safety issues will worsen with increased traffic to the market, despite the recent improvements along East Johnson.

In particular, we ask that more be done to:

- Investigate potential nearby parking overflow areas and resulting traffic patterns and

signage / orientation needs, to accommodate special events and other peak market times;

- Explore alternatives to nearby parking, such as shuttle services;
- Enhance Metro bus service to the area, especially during weekends, around anchor tenant closing times, and other peak market times, with convenient bus stops, shelter, and signage so that taking the bus to the market is easy to navigate and pleasant year-round;
- Ensure the safety of pedestrians crossing East Johnson, North First, and East Washington near the market;
- Ensure the safety of bicyclists on the sidewalk-grade path along East Johnson, especially as it crosses the future market entry / exit point, through signage, pavement coloring, and other measures to slow automobile traffic, maintain sight lines, and orient automobile and bicycle traffic to each other; and
- Ensure the safety of bicyclists on the North First Street bike lane, especially as it crosses the future market entry / exit point, through signage, pavement coloring, and other measures to slow automobile traffic, maintain sight lines, and orient automobile and bicycle traffic to each other.

We also ask that, following the opening of the Madison Public Market, the City periodically monitor its impacts on and work with our neighborhood to address negative trends in:

- On-street parking availability in the neighborhood;
- Safety for all at the intersections of First Street at both East Johnson and East Washington; and
- Bicyclist safety on the sidewalk-grade path along East Johnson and the North First Street bike lane.

Thank you for being part of the process to address our concerns. We look forward to your response and to continuing to see plans for the Madison Public Market evolve.

Sincerely,

Emerson East Neighborhood Association - Development Subcommittee

The Development Committee was charged by the Emerson East Neighborhood Association to facilitate neighborhood involvement in decisions that affect land use and development, multi-modal transportation, and housing to further the neighborhood association's mission of improving the Emerson East neighborhood and surrounding areas as a place to live, work and recreate.