

Eken Park Neighborhood Association  
P.O. Box 7162  
Madison, Wisconsin 53707-7162

December 12th, 2019

Madison Common Council  
210 Martin Luther King Jr. Blvd.  
Room 417  
Madison, WI 53703

Dear Madison Common Council Members and Concerned Representatives of the City of Madison:

As the elected officers of the Eken Park Neighborhood Association, in accordance with our stated purpose, and according to our By Laws (*EPNA By Laws*), we hereby submit the following comment regarding the working drafts of the Oscar Mayer Special Area Plan.

In review of the strategic development plans for the Oscar Mayer site, the Association would like to voice its support for the City's overall process of public input, and the consequent vision and objectives of the plan.

However, as a neighborhood who will be directly impacted by the development, we must voice our strong opposition to opening the eastern junction of the Coolidge St. and Packers Ave. intersection to automobile traffic.

In addition to the strong feelings recently expressed by neighbors during the EPNA meeting on December 5th, 2019 with Dept. of Planning representative Dan McAuliffe in attendance, the opening of the intersection does not comport with the objectives of the established EEPY Neighborhood Plan, nor of the current Neighborhood Traffic Management Plan (NTMP).

The opening words of the NTMP recognize that "The City of Madison places a high value on neighborhood livability", and that "Neighborhood traffic conditions can have a significant impact on these characteristics" (NTMP pg 1):

- The ability of residents to feel safe and secure in their neighborhood.
- The opportunity to interact socially with neighbors without distraction or threats.
- The ability to experience a sense of home and privacy.
- A sense of community and neighborhood identity.
- The ability to conveniently, safely, and enjoyably walk, bike, drive and take transit.
- The ability of parents to feel that their children's safety is not at risk when playing in the neighborhood.

In alignment with these values, and in an effort to reduce "unwanted traffic... using the street as a shortcut, detour or overflow from a congested arterial [and/or] Traffic travelling at excessive speeds" (NTMP pg 1), the City has previously closed arterial entrances to the Eken Park Neighborhood at McCormick Ave./Aberg Ave. and E. Dayton St./E. Washington Ave. Also, the City has installed speed humps along the proximate local roads of both North St. and Myrtle St.

In addition to the fact that Opening the Coolidge St./Packers Ave. intersection to automobile traffic seems to run contrary to the City's established traffic management trajectory within the neighborhood, neighbors are also concerned that the action:

- Will fall short of the basic assurance "that consideration of traffic problems... do not result in the relocation of traffic problems to adjacent neighborhood streets" (NTMP pg 4).
- Will not "reduce traffic problems found on City local streets" (NTMP pg 3).
- Nor meet the primary objective of the NTMP to "Improve neighborhood livability by mitigating the negative impact of motor vehicle traffic on residential neighborhoods" (NTMP pg 2).
- Will increase the recognized "speeding issues" that already exist in the neighborhood (EEEPY pp 49,53),
- Will fail, pursuant to the City's vision, to "Improve the safety of pedestrian and bike transportation within the area (EEEPY *Executive Summary*, pg 2), and
- Will negatively impact our interest to "preserve and enhance the historic character and integrity" of our neighborhood (EEEPY pg 42).

In the spirit of open communication and democratic process, we would suggest;

Considering the City's Urban Design Goal to "Ensure that new infill mixed-use or commercial development along and/or adjacent to the major transportation corridors incorporate traditional neighborhood design elements, especially with regard to pedestrian-oriented features" (EEEPY pg 15);

And in agreement with the Oscar Mayer Strategic Assessment Committee's recognition of the public interest to:

- Transition the "area from an auto dependent environment to one that is more pedestrian, transit and bicycle oriented" (OMSA pg 9), and
- "Create connected neighborhoods and public gathering and social spaces" (OMSA pp 12,13), and
- "Provide opportunities for kids that are diverse and welcoming" (OMSA pp 12,13), and
- Recognize that "Enhanced pedestrian connections and design are also a priority (OMSA pg 11);

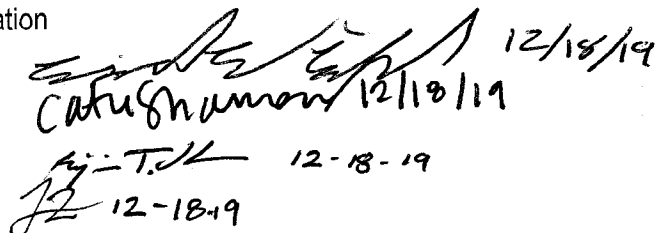
Therefore, the City should amend the existing working drafts of the Oscar Mayer Special Area Plan to remove the proposed opening of Coolidge St. to Packers Ave. into the Eken Park Neighborhood, or to prepare a third plan that leaves the eastern junction of the intersection closed to automotive traffic. In all cases, EPNA strongly supports opening the intersection to bicycle and pedestrian traffic by means of a bridge or similar construct.

We would formally ask that the City respond with specific redress to these issues.

Sincerely,

Officers of the Eken Park Neighborhood Association

Erich Eifler - EPNA Co-chair  
Catie Shannon - EPNA Co-chair  
Ben Shannon - EPNA Secretary  
Zach Johnson - EPNA Treasurer

  
12/18/19  
Catie Shannon 12/18/19  
TJK 12-18-19  
JZ 12-18-19

**EPNA By-Laws**

<http://www.ekenpark.org/pdfs/EPNA%20BY-LAWS.pdf>

**NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM (NTMP) MANUAL**

<https://www.cityofmadison.com/trafficEngineering/documents/NTMP-Manual.pdf>

**Oscar Mayer Strategic Assessment**

[www.cityofmadison.com/dpced/planning/documents/Oscar%20Mayer%20Strategic%20Assessment.pdf](http://www.cityofmadison.com/dpced/planning/documents/Oscar%20Mayer%20Strategic%20Assessment.pdf)

**Emerson East-Eken Park-Yahara Neighborhood Plan 2016**

<https://www.cityofmadison.com/dpced/planning/documents/EEEPYNP2016.pdf>