

From: Joe Lusson [mailto:joelusson@gmail.com]
Sent: Monday, September 15, 2014 12:16 PM
To: Yessa, Peggy
Cc: Meghan Blake-Horst
Subject: Tenney-Lapham supports market at First Street & East Washington

Peggy,
Please share with the members of the Economic Development Committee.
Thank you,
Joe Lusson, president
TLNA

cc: Alder Zellers
 Meghan Blake-Horst

----- Forwarded message -----

From: **Joe Lusson** <joelusson@gmail.com>
Date: Wed, Aug 27, 2014 at 5:02 PM
Subject: Tenney-Lapham supports market at First Street & East Washington
To: allalders@cityofmadison.com

Dear Common Council,

The Tenney-Lapham Neighborhood Association Council strongly supports the Local Food Committee's recommendation to site the Public Market at First Street and East Washington Avenue. We held a special meeting Aug. 20 to seek public input. That input was overwhelmingly in favor of this position and the council voted unanimously in support.

We recognize the good intentions of those supporting a South Park Street location for social equity reasons. However, we feel that many of those same goals can be achieved by locating the market at First Street. While there has been recent investment on East Washington Avenue closer to the Square, the area near First Street and further east, including Darbo-Worthington, is by no means wealthy and would greatly benefit from a public market.

First Street at East Washington is a short distance from the Sherman Avenue/Northport location, a quick drive down Sherman and Fordem avenues. It is very visible and accessible for people coming into the city from the Interstate and the airport. Combine these accessibility factors with the nearby Tenney-Lapham neighborhood which is desperate for more local food options, and you have a recipe for success on all levels.

Perhaps the most convincing argument to our council was the need for the vendors and the market as a whole to be financially successful. We trust the professional review done by the consultants hired by the city and the work of the Local Food Committee. Such an important decision that will have a great effect on the city's future should be made for objective rather than political reasons.

We are excited by the great potential this has for Madison and even for the whole region. We urge you to endorse the recommendation to build the public market at First Street at East Washington Avenue.

Sincerely,

Joe Lusson, president
Tenney-Lapham Neighborhood Association