

**Craig, Sondra**

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**From:** Benjiman Horn <benjiman@freerangeexchange.biz>  
**Sent:** Wednesday, November 12, 2025 8:49 PM  
**To:** ZZ Council Members  
**Subject:** Parking

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Hello, I am Ben Horn, owner of Free Range Exchange. I am highly opposed to removal of parking spaces. Parking options are vital to business on 3rd and 4th St. Recently, Downtown Mainstreet awarded us a Making a Difference Award for Downtown Revitalization. If I would have ever known that 3rd St would face removal of parking, I would probably have never built my business where I did. I am usually an advocate of biking and La Crosse is doing a pretty good job. However, removing parking is a direct assault on business. We already get bikers that make it in safely and I assure you that we and downtown will lose a significant population of other shoppers. If you care about safety, get a dang stoplight at Pearl St. It's been ridiculous for decades.

Thank you,  
Benjiman Horn