

Craig, Sondra

From: J Olson <olsonapartments@gmail.com>
Sent: Wednesday, May 7, 2025 10:48 PM
To: ZZ Council Members; Trane, Andrea; Acklin, Tim; Elsen, Nikki
Subject: 12th St Vacation/Parking

*** CAUTION: This email originated from an external sender. DO NOT click links or open attachments unless you recognize the sender and know the content is safe. ***

Dear City Council and Planning Department,

Based on my family's 54 years renting student housing and designing/building six different apartments buildings with unique challenges to meeting the parking needs of student tenants, and based on our personal experience having built two of those properties next door to a rare example in La Crosse of public diagonal parking, I want to offer the following creative solution to the problems cited with the proposed development on 12th St N. Our nearest properties to the proposed development are more than two blocks away (and we already provide more than 1:1 stall/bedroom ratio) so I am not motivated by anything other than suggesting a solution that might not otherwise be imagined unless you had similar experiences as we have had. I am actually very delighted to see this block on West Ave FINALLY being redeveloped.

Chuck's bar on La Crosse and 11th has several on-street parking spaces to the West of their building which are part of public infrastructure and are open to public use. The City maintains and plows these parking spaces. The diagonal spaces occupy what would have been green space boulevard that would have just been a collection point of cigarette butts and other refuse deposited by bar patrons. The orientation of these spaces diagonally essentially doubled the number of cars that could park next to the bar.

Applying this concept to the 12th St challenge, I would like to suggest that as a condition/concession of approving the land vacation on the East side as proposed, that the City would approve and 360 would cover the costs of converting the West side boulevard and part of the street to diagonal parking oriented SW/NE (opposite across 12th St to harmonize traffic flow). This would also allow 360's tenants to have extra options to park on street after a snowfall when they will have to clear out cars to clean up a very sizable parking lot.

If 360 can legally squeeze 13 diagonal privately-owned spaces oriented NW/SE on "their" "proposed" side of 12th St, it only stands to reason to propose they replace what they have "taken" from the public with something equal or even better for everyone affected.

If there isn't enough left of 12th St to act as a "remainder" drive aisle, then 360 can adjust their plans to gift a few feet back to make it happen for all affected. Push the building all the way up to the sidewalk on West Ave and nix the East balconies. They won't want to do that but it might be the fairest way to proceed. The project as currently shown basically "gifts" that section of 12th St to 360 as a private alley. That's not right.

Please do not underestimate the critical importance of parking to the health, growth and future of the student neighborhood. There will never be a day when the kids don't want to go home for Thanksgiving and Christmas.

Thanks for your consideration!

Jessica Olson