

Craig, Sondra

From: Trane, Andrea
Sent: Monday, November 3, 2025 4:30 PM
To: Craig, Sondra
Subject: FW: Resolution 25-1251 La Crosse River Redevelopment Plan
Attachments: IMG_1057.webp

From: Luke Eide <luke.eide77@gmail.com>
Sent: Wednesday, October 29, 2025 2:47 PM
To: Trane, Andrea <tranea@cityoflacrosse.org>
Subject: Resolution 25-1251 La Crosse River Redevelopment Plan

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Good afternoon Andrea,

Below I have an email with my thoughts and recommendations on the redevelopment plan for the downtown La Crosse River area. I was not sure who to email as I'm not aware if this is on the city council agenda or not, but saw you and the planning department were the ones requesting the legislation. Please let me know if there is someone else I should send this too.

Thank you for your time,
Luke

Good afternoon,

As a resident of this area of downtown and someone who has reached out to the city before about how I think these lots in this area could be redeveloped and reimagined for the growth and future of La Crosse, I am excited to see some actual plans being put into place. I am reaching out today to share some ideas on how these plans could be better improved to really focus on the overall growth and future of our downtown and city as a whole.

I believe these plans are a great starting point for more discussion with city staff and local land owners and developers on how they can move forward in redevelopment of these lots. However, I feel that the plans listed recommendations on size and scale of what should be going on these lots, especially the lots the parking lots along second street, would be very underwhelming. When we are considering what demographics we should be targeting with redevelopment of this area- I do think the best demographic to target would be a younger generation and an older generation with disposable income. A lot of younger people tend to leave La Crosse to go to other cities like Madison or Minneapolis. I believe encouraging more large scale development that are several (eight or more) stories tall, we would be able to capitalize on exceptional views of the river, bluff and our

city all while adding an urban feel and setting our downtown is missing that will help attract and keep younger professionals.

The plans that is being presented to the city recommend buildings that are no larger than four stories tall and the largest square footage impact it was around 100,000 ft.² Allowing for such small scale development would be a mistake for the city on what is some of the most prime real estate in our downtown core and is capable of such large scale high intensity mix used development. New developments along second street should be considering the size and scale of buildings such as The Raddison and US Bank Building. La Crosse should be putting a focus on attracting developers who would be able to develop and manage large scale buildings that should be no less than eight stories containing roughly between two hundred to three hundred units depending on unit mix.

These plans are great in taking the first steps towards reimagining and redeveloping what could be a vibrant and thriving area of our downtown. Let's make sure we are thinking of the future of our city allowing for most growth we can with the limited real estate we have downtown.

Below I have attached some renderings of other developments that would match the scale of other buildings in the area and complement our downtown character.

Thank you,
Luke Eide





