

**Craig, Sondra**

---

**From:** The UPS Store #3838 <store3838@theupsstore.com>  
**Sent:** Thursday, November 13, 2025 9:26 AM  
**To:** ZZ Council Members  
**Subject:** Downtown Parking

Some people who received this message don't often get email from store3838@theupsstore.com. [Learn why this is important](#)

\*\*\* **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. \*\*\*

**To the Honorable Members of the La Crosse Council,**

I am writing to express my strong support for keeping street parking available in the downtown area, specifically 3rd & 4th Streets. As a small business owner of downtown La Crosse, I have seen firsthand how important accessible parking is to the vitality of our local businesses and the overall downtown economy.

Many of our small businesses rely on the convenience of short-term parking for customers who wish to stop in for a meal, pick up an order, or shop locally. If the parking becomes limited or is removed altogether, I fear customers will choose to visit shopping centers or big-box stores with easier access. This will directly impact sales and threatens the survival of the small, independently owned businesses that give our downtown its character and community spirit. My store depends heavily on street parking for customers who typically carry boxes to and from my store, many who are elderly.

I understand the city's goals to promote alternative transportation and improve traffic flow, and I support balanced, forward-thinking planning. However, significantly reducing street parking could unintentionally harm the very businesses that make downtown La Crosse vibrant and unique. I urge the Council to approve Alt 2 and consider solutions that both encourage sustainable mobility and preserve critical parking access—such as shared parking programs, timed parking, or improved signage.

Thank you for your time and for your continued efforts to make La Crosse a thriving, inclusive community. I appreciate your consideration of this issue and your commitment to supporting local businesses.

Sincerely,

Sharon Seymour

**The UPS Store 3838**

317 S 4th Street  
La Crosse, WI 54601  
608-782-6966  
608-784-2402 Fax

**Your Team at The UPS Store**

317 S 4Th Street  
La Crosse, WI 54601

**Phone** 608-782-6966 **Fax** 608-784-2402

**Web** <https://www.theupsstore.com/3838>



Document contains information that may be exempt from public release under the Freedom of Information Act.

---

**CONFIDENTIALITY NOTICE:** The information contained in and accompanying this communication may be privileged or confidential and is intended solely for the use of the intended recipient (s). If you are not the intended recipient of this communication please delete and destroy all copies immediately.