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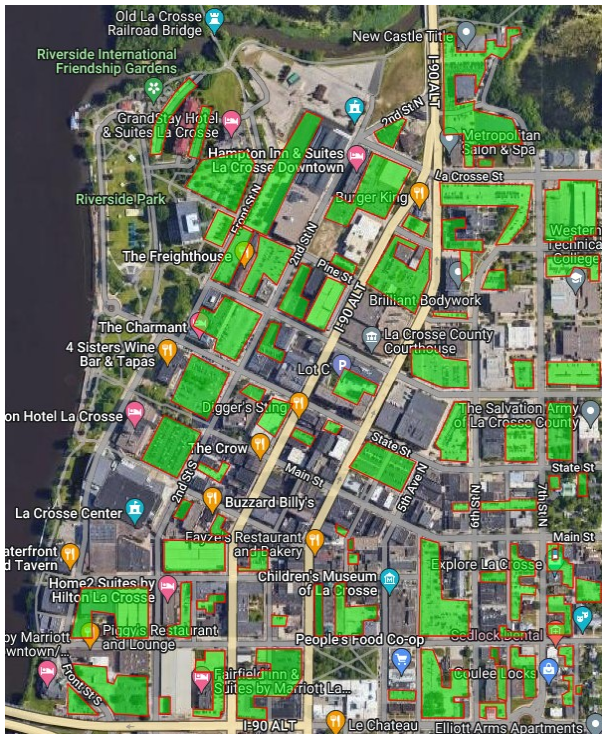
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Regarding why fewer young people are interested in driving: There is the economic reason that cars are expensive, and there is the social reason that younger people prefer to live in higher-density neighborhoods; but I believe that the main reason young people are less interested in driving is that a lot of time has passed since cars were novel and exciting symbols of freedom and prosperity. In the 1950s, cars and suburbs were brand new ways for the newly-created middle class to feel like they had made it. Car ownership became a rite of passage into adulthood. Today, not only are cars and suburbs no longer novel symbols of prosperity, but we are now several generations removed from when they were, and so their value as status symbols has also declined.

We shifted from cars being rare to car everything in about 20 years. That was a dramatic change, and it was made possible by enormous public infrastructure expenditures. We can do the reverse, and it will probably be cheaper and save us a lot of money on net.

Since 1970, the populations of Onalaska and Holmen have gone from 5,000 to 18,000 and 1,000 to 10,000, respectively, while La Crosse has added merely 2,000- just 8% of the combined increase in that time. 1970 was shortly after the suburbanization explosion had finished replacing all the farmland in Prairie La Crosse with housing. Meanwhile, we were replacing downtown buildings with parking and building stroads to reach the suburbs and 'attract shoppers'- but these expensive infrastructure measures just make it easier and cheaper to live in the suburbs, rather than in the denser urban core where they would be paying taxes to La Crosse.

In the area between Cass, 8th, and the rivers (about 215 acres when streets and alleys are excluded), around 60 acres - 28% - are dedicated to parking (pictured). I may have missed a few spots, so this is probably an underestimate by a few acres. Considering how much more tax revenue the city gets from buildings compared to parking lots (for example, the building at 333 Main is taxed at \$159074/acre and the parking lot at 120 4th is taxed at \$20597/acre), this is an enormous amount of money that we're missing out on. I haven't gone parcel-by-parcel, but that same 8-to-1 ratio holds for some other locations, which means something on the order of 60 acres x \$140,000/acre = \$8.4 million in missing property taxes. That's just this one part of downtown.



Other notes from the 4/10 meeting:

Regarding the purposes of parking reform: Reduce the cost of housing, free up more space for higher density productive uses, reduce car dependency.

Winter biking is possible with good street/sidewalk/path clearance.

Rather than implementing a parking reform all at once, consider phased reduction over time- i.e. after three years it will go to .9, then reduce by .1 per year. This would soften the blow, provide time for other systems to catch up, and give the people in charge of those other systems some additional pressure/incentive to implement those changes.

Because simply eliminating parking minimums carries the risk of on-street parking chaos, parking reform must be part of more comprehensive reforms to reduce car dependency:

0. Start following the 2018 Transportation Demand Management Plan <https://www.cityoflacrosse.org/your-government/departments/planning-economic-development/planning/transportation/transportation-demand-management>

1. Bring in car/truck/van rental clubs attached to residences and neighborhoods (zipcar/flexcar). This might be as simple as telling current landlords that such businesses exist. The transportation philosophy should be mass transit/carpool/walking/bike for daily commute and most errands, rent a vehicle when actually necessary for hauling things.

2. Functional bus system- The reason the bus system is underused is that it's slow and complicated. By my estimate, it takes 2-5 times as long for any bus trip as the same car trip, and the bus doesn't run overnight. Based on the similarity of the current routes to the streetcar route maps I've found from 1919 ([https://digitalcollections.uwlax.edu/jsp/RcWebImageViewer.jsp?doc\\_id=c8aa0c9c-97e9-4740-99fe-9a5c3799c21c/wlacu000/00000007/00000017](https://digitalcollections.uwlax.edu/jsp/RcWebImageViewer.jsp?doc_id=c8aa0c9c-97e9-4740-99fe-9a5c3799c21c/wlacu000/00000007/00000017)) and 1931 (in book "Badger Traction" in Main Library Archive), I suspect that the routes have not been fundamentally overhauled in about 130 years.

3. Intercity travel- This seems to be a major concern for college students. Unfortunately, it currently relies on state/federal policy. We could help a bit by putting a bus stop at the train station. Add park-and-rides at main entrances to city to at least try to keep cars out of city core.

4. Recent UWL parking ramp discussion- It was good to hear the city council members express a need for UWL to develop a transportation management plan. Now we need to make sure that actually happens.

5. Reform on-street parking. Consider providing property owners with on-street parking passes (which they could then sell). Eliminate on-street parking on Pearl Street as a test.
6. Other strategies for higher density, such as phasing out zoning restrictions on high-density construction and businesses near residences (especially R-1 and similar zoning categories)
7. Pedestrian and bicycle friendly building design standards- For example, new "5th Ward residences" in footwear parking lot is very bike/ped unfriendly: unconnected sidewalks, insufficient bike parking, perimeter fence.

Kevin Hundt