



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes - Final

### Neighborhood Revitalization Commission

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Wednesday, May 1, 2024

6:00 PM

Council Chambers - City Hall - 400 La Crosse St.

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Members of the public will be able to attend the meeting in person in the Council Chambers at City Hall located at 400 La Crosse St in La Crosse or online via video conferencing with the links below.

Join Zoom Meeting:

<https://cityoflacrosseorg.zoom.us/j/82155464093pwd=aGw1NWRRUE4xM1RxajJxaTM0QkNUQT09>

Meeting ID: 821 5546 4093

Passcode: 543969

Participate by phone: 1-312-626-6799

#### Call to Order

The meeting was called to order at 6:00pm

#### Roll Call

**Present:** 7 - Ralph Geary, Jim Bagniewski, Larry Sleznikow, Jennifer Trost, Jessica Stanton, Sean Hurtubise, Greg Clark

**Absent:** 4 - Steve Nicolai, Vacant 1, Will Kratt, Robert McDonnell

#### Approval of Minutes

Approval of the April 10, 2024 meeting minutes.

Jessica Stanton moved to approve the minutes. Jim Bagniewski seconded. The motion passed 7-0 by voice vote.

#### Agenda Items:

1. Presentation from Tony Jordan - President of the Parking Reform Network.

Jennifer Trost introduced the speaker Tony Jordan to discuss parking reform. Tony Jordan, President of the Parking Reform Network, gave a presentation to the Commission regarding the benefits of reducing or eliminating regulated off-street parking minimums. His main points included:

-Current Ratios are arbitrary.

-25% of renter households in La Crosse County do not have access to a vehicle.

-An abundance of land use is dedicated to parking.

Tony Jordan opened it up for questions. Clark asked what cities in Wisconsin have had some parking reform?

Jordan stated the cities were West Allis and Gilman.

Bagniewski asked how long it takes after eliminating parking requirements to increase mass transit and see improvements in other forms of alternative transportation. Jordan stated it took about ten years in Portland for more housing to be developed. He stated an investment in other areas by the city is still needed and it does not happen overnight.

Bagniewski asked if many or most businesses still provided parking. Jordan stated most of the buildings still include parking and some are required to by financial institutions. He said they have a vested interest to provide it on their own.

CM Slezniow stated that discussions we have had are suggesting reducing the ratio or eliminating it altogether except in certain areas. He asked for Jordan's thoughts on this.

Jordan stated he recommends cutting back as much as you can. Jordan suggested in the area around student housing to offer reduced parking permits for the residents and market rates for students to deter students who don't need cars from bringing them.

CM Trost opened up questions for audience members.

Lisa Middleton asked if the network has considered how to better implement these policies in cities with yearly snowfall. Jordan stated that Anchorage, Alaska and Duluth, Minnesota are two recent cities who have eliminated off-street parking requirements and would be good examples.

Cathy Van Maren stated that Portland busing is different than La Crosse. She asked if his research looked at low income individuals that need a car due to poor transit systems and the cost of parking permits. Jordan stated that the people who are already the most income restrained do not have the option to own a car. Jordan stated the focus should be on additional housing units that are in more transit accessible places.

Melissa Crook stated this seems to be passing the responsibility from developers to the individuals who are driving. Jordan stated people are paying for parking spaces whether there is a parking lot at their rental or they pay to park on the street. He stated that curb space is not free and not used or paid for equally by all.

Donald Shoup, author of "The High Cost of Free Parking," joined the Zoom meeting and provided his insight. Shoup recommended people read the book "Paved Paradise: How Parking Explains the World" by Henry Grabar.

Julie Henline asked what the best practices for cities on order of operations to move the needle on reducing car dependency. Jordan stated parking mandates are only one aspect that can help even attempt to reduce dependency by allowing more dwellings closer to where people want to be.

CM Woodard asked if parking reform will only apply to new developments and institutions. Staff responded saying that is still up for discussion. CM Woodard stated he is concerned about residents feeling this would be pushing cars out. He also stated he would also like to hear about cities of similar size and how this worked. Jordan stated there are many cities of similar size that can be used as examples. Jordan stated the studies are often based on larger cities because the reform has been in place longer and there is more data to show the benefits there.

2. [24-0498](#)

Discussion: Off-street over-parking, review of previous NRC work on off-street parking requirements, options to eliminate or reduce off-street over-parking, community outreach role for each Commissioner.

CM Trost stated that she provided some updated parking regulation options to the Commission for discussion. Bagniewski asked if this is for all uses or are we just starting with residential. CM Trost stated we already eliminated parking requirements for commercial zoning.

Stanton stated the past document suggested that some developers were in favor of keeping some requirements and asked why that was. Staff explained that many were in favor of keeping them because they feel there is already an on-street parking issue. Stanton asked how to address that. CM Trost stated there needs to be more research and data to substantiate that statement.

Clark asked what the discussion regarding revenues stream was from the last speaker. CM Trost stated he was talking about parking benefit districts which would use the revenue from the fees to park for improvements in the area where the revenue is generated.

Clark asked if there is any research on commuters and their parking or vehicle impact. Staff stated their might be but would need to look into it.

CM Trost stated that the city's parking ramps do not make enough revenue to pay for themselves.

Bagniewski asked why would we not allow current developments to take advantage of the change and stated he thinks they should be included in it.

Geary stated that the meeting always bring up improving mass transit but there is a cost to that as well. He asked if someone from MTU can attend a future meeting.

Clark suggested we talk to someone from these communities who have implemented parking reform.

## Adjournment

The meeting was adjourned at 7:30pm.

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

*NOTICE TO PERSONS WITH A DISABILITY*

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

Neighborhood Revitalization Commission Members:

CM Jennifer Trost, CM Larry Sleznikow, Jessica Stanton, Jim Bagniewski, Greg Clark, Ralph Geary, Robert McDonnell, Sean Hurtubise, Steve Nicolai, Will Kratt