

**From:** Off Campus La Crosse <hello@offcampuslacrosse.com>  
**Sent:** Tuesday, May 6, 2025 8:34 AM  
**To:** Padesky, Gary; ZZ Council Members  
**Subject:** Re: 12th Street N 360 Project

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Dear Council Members,

Thank you for taking the time to read my previous email. I apologize for not being able to attend recent meetings in person. Unfortunately, my illness has continued to worsen, and on the advice of my healthcare provider, I've been instructed to avoid public gatherings to prevent the risk of spreading it to others.

Shortly after I sent my initial email, I received a call from Mr. Novak, who informed me he was instructed by the City Council President to contact me. His tone and wording—"so that is what I'm doing"—gave the impression that he was reaching out merely out of obligation rather than genuine engagement. If I were proposing a development of this magnitude—one that would significantly impact neighboring property values and reduce off-street parking—I would have proactively engaged with nearby property owners well before initiating any plans, without needing to be prompted.

During our conversation, Mr. Novak assured me that parking would not be an issue, citing that 360 Management rents parking spots individually rather than by building. He mentioned they could lease 16-24 spots elsewhere for \$35/month and offered spots to my tenants at the same rate. However, he did not specify the locations of these parking spaces, which raised concerns for me.

To better understand the claim, I reviewed properties owned by 360 in the immediate vicinity—within a reasonable walking distance of the proposed site. I found only three relevant properties:

- **421 12th Street N:** Three 4-bedroom units, 11 parking spots
- **420 11th Street N:** Six 2-bedroom units, 10 parking spots
- **414 11th Street N:** Eight 2-bedroom units, 10 parking spots

That amounts to 40 total bedrooms but only 31 parking spots—already a shortfall of 9 spaces. It's difficult to believe that 360 has excess capacity at these properties to absorb the additional demand, let alone offer spots to my tenants. Mr. Novak's repeated assurances lacked concrete details or evidence.

The next closest 360 property is the Aguilera Building across West Avenue, roughly 550 feet from the proposed development. It's unrealistic to expect students to routinely park that far from their residence, especially considering West Avenue is a busy thoroughfare. My understanding is that when the Aguilera project was approved, many of its parking requirements were met by leasing spots from UWL, further limiting available capacity.

I remain unconvinced that 360 can accommodate the parking needs of this new project within their existing infrastructure, especially without impacting surrounding properties. Mr. Novak's assurances seemed more

optimistic than substantiated, as no specific overflow or contingency plans were presented. My main concern has been and still is off-street parking for the neighboring tenants and my tenants.

Our organization rents to many students in the campus area, and parking continues to be one of their top concerns. While off-street parking may not be the most desirable option, it often becomes the only viable one.

In my view, the most responsible path forward would be to reduce the scale of the proposed development to preserve essential off-street parking for both future residents and the general public visiting nearby businesses. A more thoughtful, balanced approach would better respect the interests of neighboring property owners and the broader community.

Thank you again for your attention to this matter.

Sincerely,  
William Hilton  
608-385-2812

On Wed, Apr 30, 2025 at 5:18 PM Padesky, Gary <[padeskyg@cityoflacrosse.org](mailto:padeskyg@cityoflacrosse.org)> wrote:  
Thank you for your thoughts...

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**From:** Off Campus La Crosse <[hello@offcampuslacrosse.com](mailto:hello@offcampuslacrosse.com)>  
**Sent:** Monday, April 28, 2025 11:48 AM  
**To:** ZZ Council Members <[zzcouncilmembers@cityoflacrosse.org](mailto:zzcouncilmembers@cityoflacrosse.org)>  
**Subject:** 12th Street N 360 Project

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Dear City Council members,

Hello, my name is William Hilton. I am writing in regards to the proposed 12th Street N 360 Project. I have been a landlord in the city of LaCrosse for 22 years. The majority of my rental business is in the UWL campus area. I am the head of my maintenance department and I work in LaCrosse daily as my full time job. I frequently park in the 12th street area to do repair jobs at my rentals. I find it difficult to park there currently due to all the student off street parking and limitations of spaces on the side streets. This location in particular is always crowded.

Initially, the proposed project raised my concerns with public safety and accessibility for fire/ambulance services to all tenants in that area. A fire truck would not be able to maneuver into this area. It would be especially difficult to get multiple safety services into the parking lot with it as small as it will be and the limited street size.

Currently, there are 10 off-street parking spots on the west side of 12th street and 2 to 3 on the east side for the public on 12th street . These 10-13 public spots would be eliminated and would become private use. The proposed building size would be 42-50 bedrooms with commercial space and only 26 parking spots in the lot, leaving a shortage of 16 to 24 parkings spots for tenants in the building and in addition the 10-13 public spots would be gone. Obviously the overflow of cars/vehicles and potential commercial customers would directly

affect other students living in a 3-4 block radius of this area. The impact zone could reach 3 to 4 blocks of students looking to park in an already crowded area.

Developing this area off-campus with student housing is not what I am opposed to. I am all for a nice building being built, but my concern is the impact on the street and parking situation for all the tenants in that area, which includes my tenants along with others. Renting houses with no available off-street parking will definitely affect my renting potential. Removing public parking spots and creating more issues for existing tenant parking to accommodate a large complex seems unfair and there are other avenues to explore with building design/size to alleviate the issue of removing public parking. In conclusion, there has to be a way of constructing a building that doesn't take away parking for the neighborhood or create safety issues.

I am home sick and have been for the past few days. It is my goal to make it, but I will not expose people if my symptoms worsen. I hope this email accounts for my voice of being at the meeting and expressing my concerns.

Thank you for your time and consideration,  
William Hilton  
608-385-2812