

**From:** Jules Coffeehouse <julescoffeehourelax@gmail.com>  
**Sent:** Thursday, November 13, 2025 10:47 AM  
**To:** ZZ Council Members  
**Subject:** 3rd and 4th street project

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Dear Council Members,

My name is Jenny Fisher, and my family and I own Jules Coffee House in downtown La Crosse. As a long-time small business owner and active member of our downtown community, I deeply value thoughtful planning that strengthens our city's accessibility, vibrancy, and economic health.

I am writing regarding the two alternatives being considered tonight for our main downtown streets:

Alternative 1: Remove parking on one side of the street to add a bike lane

Alternative 2: Keep parking and widen the sidewalks.

I respectfully urge you to support Alternative 2, the sidewalk-widening option.

While I appreciate the desire to improve bike infrastructure in La Crosse, removing one entire side of parking downtown would have serious negative consequences for businesses like ours. Our customers rely heavily on accessible parking — older adults, parents with young children, professionals on limited lunch breaks, and individuals picking up larger orders. Eliminating this parking will discourage visits, affect foot traffic, and make it significantly harder for small businesses to thrive.

At the same time, we already have designated bike lanes on 2nd Street and 6th Street. These lanes exist and, in daily observation, are minimally used. Before sacrificing critical parking that directly supports the downtown economy, it would be wise to evaluate usage and demand more fully.

The sidewalk-widening option, however, offers clear benefits without harming local businesses. Wider sidewalks enhance walkability, support outdoor seating and community spaces, improve accessibility, and encourage more foot traffic — all of which strengthen the downtown experience rather than diminish it. This

option allows us to enhance the character and safety of our downtown while preserving the parking that is essential to our daily operation.

Small businesses are the heartbeat of La Crosse's downtown, and decisions like this have real impact on our ability to serve our community and remain viable.

Thank you for considering how this vote will affect the people who live, work, and invest in downtown La Crosse. I encourage you to choose the option that preserves accessibility and supports the long-term health of our local businesses.

Respectfully,

Jenny Fisher

Owner, Jules Coffee House

La Crosse, WI