

**From:** Chad Honeycutt <chad@lacrossedowntown.com>  
**Sent:** Thursday, November 13, 2025 10:26 AM  
**To:** ZZ Council Members  
**Subject:** 3rd & 4th Street Paving - Bike Lanes/Wider Sidewalks

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Dear Council,

**I am writing you as the Executive Director of Downtown Mainstreet, Inc.** representing over 150 business owners/operators in our downtown commercial district.

**Downtown businesses overwhelmingly DO NOT support bike lanes.** This is evident through the WisDOT survey with 108 responses at 88% voting for wider sidewalks.

**Please consider the following before making your decision this evening:**

1. This response rate is massive (over 20% of total businesses). In comparison and in terms of ratio, a 20% response rate from the public would be 8,000 citizens.
2. Downtown is a commercial corridor. The public response does not consider business function (delivery of goods, takeout food, handicap access, etc).
3. Businesses are currently paying parking assessments.
4. There are existing bike lanes on 2nd and 5th Streets that provide access to downtown.
5. Other than bump-outs, neither alternative has really addressed the 20 high-stress pedestrian crossings pointed out in WisDOT's plans.
6. Businesses are going to struggle during construction and need to operate with better tools/access afterward, not less.
7. Businesses create tax revenue for the City and will close or divest if they aren't making a profit or have too many variables working against them.
8. Brick-and-mortar businesses have enough competition (online, Onalaska big-box stores, etc.) they don't need less support, they need more.
9. Bike Lanes are not working with existing shopping patterns (curbside parking) but sacrificing them for street space that is used seasonally/sparingly.

I know Council is receiving a lot of communication regarding this topic. Ultimately, I believe all of you will use sound judgement and understand that downtown isn't just another set of streets to pave but a functioning business district that needs a variety access points to operate effectively.

Thank you,

**Chad Honeycutt**  
Executive Director  
[Downtown Mainstreet, Inc.](#)

 [Book time to meet with me](#)