

To: Mayor, Members of the City Council, City of La Crosse Planning Department and Reach Center Team

From: Jay Lokken and Ken Riley

Date: July 30th, 2024

RE: Recommended Conditions for support of Reach Center Re-Zoning

After considerable consideration, discussion and engagement with the Reach Center team, we support the re-zoning for the Reach Center to Neighborhood Development. This support is combined with the items addressed in this document. The Reach Center had offered an opportunity for the neighborhood to develop a "neighborhood agreement" as part of the zoning change which clearly established a communication structure, guidelines for use, while also clearly limiting inappropriate uses in a residential neighborhood.

Moreover, this is a model the city and other communities can utilize to help overcome concerns and build strong, positive and engaged neighborhoods. The Reach Center is a significant part of the solution to addressing the homeless population and certainly does not intend to be part of the problem. We greatly value their commitment and team dedication in making our community better for all.

In addition, the neighbors and neighborhood are also an integral part of the fabric of our city. Those who invest and choose to live in La Crosse and in the downtown neighboring communities are also making a commitment to the vibrancy and future of our city. Their concerns and engagement are critical for the livability, development and the city's future; in the end, they are your constituent's and their voices need to be heard.

We will continue to encourage a more regional approach to end homelessness. Homelessness is a national, state and regional issue. The City of La Crosse is part of the solution, but other communities such as Onalaska, Holmen, and other townships need to step-up to the table and take a lead. It is exhausting to have our friends from the aforementioned communities tell us how terrible La Crosse parks, etc. are impacted by those unhoused, sharing why they won't go to the farmers markets, shop downtown or invest in our central neighborhoods. It is even more frustrating when those who do not live in the neighborhoods or the city, then publicly demonize those who do live here. This is unfortunate and unfair. These individuals are highly invested in the community and their neighborhood; they should never be made to feel unheard and called uncaring due to their concerns. This is not acceptable. Every one's voice needs to be heard. The issues facing homelessness are complex and require that every community in the La Crosse metro area be a part of that solution. Not just the County and the City of La Crosse.

We have included a number of items that have been discussed at prior meetings, as well as with the Reach Center for consideration for the zoning change. There is an exciting opportunity here to work together through the neighborhood agreement to enhance the neighborhood, explore the opportunity to develop housing on the empty lot on 10th Street and build a community partnership.

Many thanks for your time and consideration.

11th Street/Reach Center Items to be considered for approval of
re-zoning to Neighborhood Development

- 1). Prohibit use as a day or overnight shelter;
- 2). Lot on 10th Street will not be included in rezoning. Lot will be developed in partnership with Couleecap and neighbors as single family housing. Exact details would need to be discussed as part of an overall agreement on the lot;
- 3). No full service pharmacy;
- 4). No expansion of building footprint;
- 5). No use as a drug treatment center/methadone clinic;
- 6). Basic needs is defined as providing assistance items such as toothbrushes, deodorants, and hygiene items;
- 7). Quarterly meetings with neighbors and neighborhood. In addition, a neighborhood representative would be included to attend one Reach Center staff meeting a month, as well as a Reach Center Representative attending monthly Downtown Neighborhood Association meetings;
- 8). Neighborhood and Reach Center partner on addressing concerns in a timely and transparent manner;
- 9). Landscaping plan will be developed for center that enhances the neighborhood. For proactive engagement, possibly have some

neighbors volunteer to assist with landscaping and beautification of Reach Center;

10). Primary hours of operation will be between 7:00 AM and 6:30 PM Monday- Friday. Exempting staff meetings, open houses/community events such as workshops, and job fairs. Medical and dental operations will be held during the hours above Monday-Friday.