



## PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

July 3, 2017

# Neighborhood Revitalization Commission Action Plan Workshop Session

## Agenda

### 1. Revisiting Data Discovery-Review General Neighborhood Data and Current Programs-10 Minutes

### 2. Revisiting and Reviewing the Vision and Mission Statement 10 Minutes

#### a. Vision:

#### i. What is the most impactful role the NRC can assume?

##### 1. (List Two Priority Areas)

- Link between NAs and City Council
- Support neighborhood issues that have citywide ramifications
- 2 year goals → mixed-use neighborhoods

#### b. Mission

#### i. Considering the data and work other organizations do, what work do you think the NRC should take on (Identify two or three main areas of focus)

### 3. Develop Goals (Considering Early Feedback on Vision and Mission)

#### a. 20 Minutes (For each of the Categories, Address the Following Question:

#### i. What are Two Action Oriented Goals that you believe would be most impactful to the neighborhood, community, City?

### A. -Overarching-General Public Relations/Policy Influence

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR  
AMY M. PETERSON, AICP, PLANNING & ECONOMIC DEVELOPMENT ADMINISTRATOR  
TIM ACKLIN, AICP, SENIOR PLANNER - HERITAGE PRESERVATION  
VACANT, ASSOCIATE PLANNER - ECONOMIC DEVELOPMENT  
LEWIS KUHLMAN, AICP, ASSOCIATE PLANNER - COMMUNITY DEVELOPMENT

CAROLINE NEILSEN, COMMUNITY DEVELOPMENT ADMINISTRATOR  
VACANT, HOUSING REHABILITATION SPECIALIST  
KEVIN CLEMENTS, HOUSING SPECIALIST  
JACOB LAROW, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE  
DAWN REINHART, FEDERAL PROGRAMS ACCOUNTING TECHNICIAN

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- *Hire paid or volunteer marketing person to work with NAs*
- *Hire an intern to help NRC and NAs (2x)*
- *Marketing assistance for neighborhood*
- *LCNI – Grants, collaboration, leader training*
- *Parking benefit districts (look into – undecided)*
- *Parking policy/parking benefit (3x)*
- *Budget process*
- *Form-based zoning, transect*
- *Eliminate parking minimums*
- *Auxiliary dwelling units?*

## *B. -Community Building-Building Social Capital*

- *Fall in love with your neighborhood celebrations*
- *More community resources in neighborhoods as needed*
- *Social events*
- *Block party*
- *City-wide neighborhood-oriented event*
- *Outreach to at-risk populations in our neighborhoods*
- *Community schools/collaborations between senior and schools*
- *Mayor's Expo*
- *Connect resident with City staff and officials*
- *Connect with realtors, landlords, apartment association*
- *Form-based zoning not segregated assets*

## *C. -Housing and Economic Development Assistance*

- *Provide updates of homeless coalition and provide appropriate resources*
- *Provide connections to businesses – how to work hand in hand*
- *Economic development assistance to small, medium and large businesses*

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- *More marketing/brochures for Paint/Fix Up funds*
- *Focus on programs available*
- *ReNEW*
- *Support La Crosse Promise*
- *Eliminate parking minimums*
- *Promote form-based zoning not use-based zoning*

## *D. -Code Enforcement and Public Health Safety and Welfare Policy*

- *Drug problems – Health*
- *Substance abuse – addiction – public safety*
- *Mental health assistance*
- *Follow-up data – what works*
- *Senior Centers (2x)*
- *Public safety*
- *List of resources for individuals: financial, food access, food desert, insurance, substance abuse, etc.*
- *Focus on absent landlords*
- *Support NROs*
- *More NROs*
- *Parking issues*
- *Transportation issues*

## *E. -Other*

- *Neighborhood assets – Main Library + 2 branch libraries*
- *Pools*
- *Train neighborhood leaders*
- *Review municipal code*
- *Mixed-use neighborhoods*

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- 4. Goal Articulation-Next Meeting (Narrow the list to the Top 2 in each Category)  
15 Minutes (Vote on top two with stickers)**
- 5. Preliminary Action Plan-Next Meeting  
30 Minutes**
  - a. Write 2 Things we can do to implement each goal (3 Minutes per Goal)**
- 6. Summary and Next Meeting**