

**Issue Statement 1:** The City's neighborhoods hold great promise and deserve increased involvement and problem-solving assistance from the municipal government, institutional and community organizations, businesses, and neighborhood residents. Our neighborhoods need help to overcome the challenges of unkempt and dilapidated properties, criminal activities, and aging infrastructure, and to improve the quality and variety of housing choices for their residents. There have been numerous efforts to improve the livability of the City's Neighborhoods over the last 25 years, but it has not been a community-wide imperative until now. Previous efforts were well-intended, achieved some good results, & may have stemmed the tide of deterioration, but much more can & must be done to revitalize the City's neighborhoods.

**Issue Statement 2:** There is a role for each & every City department, non-profit organization, institution, business, club, group, association, and individual in this community to strengthen La Crosse's neighborhoods. Stable neighborhoods are the city's number one asset & must be the number one priority of City government. Stable neighborhoods must be a high priority for all others. Revitalizing La Crosse's neighborhoods will require a comprehensive approach by all, with each doing more than they thought they were capable of doing. Neighborhood revitalization includes: enforcing the municipal code, preventing crime and promoting safety, improving housing, providing essential services, repairing and replacing infrastructure, zoning for community-based solutions, and creating context-sensitive approaches for each neighborhood.

| Goals  | Leaders | Partners   | Timeline | Progress |
|--|---------|--|----------|----------|
| <i>Establish a Community Development Corporation</i>                         |         | Investors, Planning                                    | Long     |          |
| <i>Implement Joint Housing Task Force Plan</i>                               |         | Planning, County                                       | Long     |          |
| <b>Community Building</b>  |         |  |          |          |
| 1. Organize community events to bring neighbors of all ages together         |         |  |          |          |
| a. Cultural and social events  |         | Arts Board, Newspaper, Volunteers                      | Short    |          |
| b. Productive activity (i.e. clean-up)                                       |         | Public Works, Refuse & Recycling                       | Short    |          |
| c. Educational activities  |         | Teachers, Community Educators                          | Short    |          |
| 2. Support neighborhood associations   |         |  |          |          |
| a. Advocate for neighborhood association funding mechanisms                  |         | Planning, Common Council, Finance                      | Ongoing  |          |
| b. Assist and incentivize the formation of neighborhood associations         |         | Residents, Volunteers, Planning                        | Mid      |          |
| c. Advocate for the adoption of neighborhood plans                           |         | Planning, Common Council                               | Mid      |          |
| 3. Improve outreach to strengthen participation                              |         |  |          |          |
| a. Survey residents regarding neighborhoods                                  |         | Coulee CAP, Volunteers                                 | Mid      |          |
| b. Increase underrepresented group participation                             |         | Volunteers, Newspaper/Media, HMAA                      | Long     |          |
| 4. Build collaborative partnerships  |         |  |          |          |
| a. Establish points of contact in gov't. depts.                              |         | City/County/State Gov't.                               | Short    |          |
| b. Establish points of contact among local businesses and large institutions |         | Chamber of Commerce, Local businesses and institutions | Short    |          |
| c. Establish points of contact in faith communities                          |         | Churches, Synagogues, Mosques, Spirituality Centers    | Short    |          |
| <b>Crime and Safety</b>  |         |  |          |          |

| Goals   | Leaders | Partners  | Timeline | Progress |
|---|---------|---|----------|----------|
| 1. Identify unsafe areas that need attention  |         |   |          |          |
| a. Poorly lit areas   |         | Public Works, Parks & Rec., Residents                       | Mid      |          |
| b. High crime risk areas that could use police presence (e.g. bike patrol, beat cops)               |         | Neighborhood Watch, Police                                  | Mid      |          |
| 2. Promote formation of Neighborhood Watches  |         | Police  | Short    |          |
| 3. Promote stiffer criminal penalties   |         | Police, Policymakers  | Long     |          |
| 4. Review and recommend CPTED design standards and incentives                                       |         | Planning, NCPC, Police                                      | Mid      |          |
| 5. Educate residents on non-emergency reporting   |         | Police, Operators, Crime Stoppers                           | Short    |          |
| 6. Advocate for more staff for the Police Department  |         | Police, Finance   | Long     |          |
| <b>Housing Initiatives</b>  |         |   |          |          |
| 1. Provide training to improve relationships among landlords, renters, and homeowners               |         |   |          |          |
| a. WI landlord/tenant laws and screening  |         | Landlord Association, Police, State                         | Short    |          |
| b. Crime-Free Multi-Housing training  |         | Landlord Association, Police                                | Short    |          |
| 2. Develop strategies to benefit neighborhoods  |         |   |          |          |
| a. <i>Work with businesses to identify housing needs of employees and incentivize living nearby</i> |         | Planning, Kwik Trip, Gunderson, Mayo, etc.                  | Long     |          |
| b. Align multi-family residential parking requirements with documented demand                       |         | Planning, Design Review Committee, Public Works             | Long     |          |
| c. Address commuter parking in neighborhoods  |         | Planning, Public Works, Streets                             |          |          |
| 3. Recognize improvement and progress toward goals, e.g. model landscaping, noteworthy improvements |         | La Crosse Tribune, Neighborhoods, Buildings and Inspections | Short    |          |
| 4. Survey current housing stock   |         | Coulee CAP, Building and Inspections                        | Long     |          |
| 5. Facilitate home improvements   |         |   |          |          |
| a. Research and compile revitalization resources, such as grants and programs                       |         | HUD, Housing Rehabilitation, Finance, Banks, Credit Unions  | Mid      |          |
| b. Publicize available help for repair work   |         | Newspaper   | Long     |          |
| <b>Code Enforcement</b>   |         |   |          |          |
| 1. Increase or redistribute staff for code enforcement  |         | Buildings and Inspections, Finance                          | Long     |          |
| 2. Institute Blight Busters program   |         |   |          |          |
| a. Organize volunteers  |         | Building and Inspections, Volunteers                        | Short    |          |
| a. Report trash & debris in yards and public right of way   |         | Public Works, Refuse companies, Building and Inspections    | Ongoing  |          |
| 3. Provide education on code compliance   |         |   |          |          |
| a. Building and health-related ordinances for renters   |         | Building and Inspections, Health                            | Short    |          |

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|---|---------|---|----------|----------|
| b. Home construction and repair   |         | Building & Inspections, Housing Rehabilitation                    | Mid      |          |
| c. Zoning Codes   |         | Planning  | Ongoing  |          |
| 4. Improve rental registration/licensing to facilitate code enforcement                               |         | Building and Inspections, Landlord Association                    | Mid      |          |
| 5. Monitor and track building and infrastructure conditions   |         |   |          |          |
| a. Structure deterioration  |         | Housing Rehab, Building and Inspections                           | Ongoing  |          |
| b. Damaged streets and paths  |         | Public Works, Finance   | Ongoing  |          |
| c. Damaged sidewalks  |         | Public Works, Finance   | Ongoing  |          |
| 6. Advocate for improved development  |         |   |          |          |
| a. Streamline vacancy, abandonment, and condemnation processes  |         | Building and Inspections, Common Council                          | Mid      |          |
| b. Reduce fees and regulations for desirable development; close loopholes for undesirable development |         | Common Council, Buildings and Inspections, Planning, Public Works | Long     |          |
| c. Research municipal code and identify legitimate needs for changes in the law                       |         | Common Council, Planning, Building and Inspections, Public Works  | Mid      |          |
| <b>Infrastructure</b>   |         |   |          |          |
| 1. <i>Clean up and landscape public spaces</i>  |         |   |          |          |
| a. Organize landscaping workshops   |         | Master Gardener, Parks and Rec.                                   | Short    |          |
| b. Coordinate Volunteers  |         | Residents, Local businesses/organizations                         | Mid      |          |
| c. Survey deficits in playground equipment safety   |         | Public Works, Volunteers  | Short    |          |
| 2. Identify weaknesses and opportunities in the urban fabric  |         |   |          |          |
| a. Gaps in the tree canopy and plant trees  |         | Parks & Rec., Tree School, Master Arborist, Volunteers            | Mid      |          |
| b. Missing bicycle and pedestrian network connections   |         | Public Works, Planning  | Mid      |          |
| c. Vacant lots to utilize for community use (parks, community centers, gardens)                       |         | Volunteers, Planning  | Long     |          |
| 3. Advocate for uses that bring people together   |         |   |          |          |
| a. <i>Financing and stewardship for park maintenance and improvement</i>                              |         | Parks & Rec., Volunteers  | Long     |          |
| b. <i>Planning for public plazas and cultural centers</i>   |         | Planning, Finance, Public Works, Architect                        | Long     |          |
| c. Development around transit lines   |         | Planning, Municipal Transit Utility                               | Long     |          |

| <b>Goals</b>  | <b>Leaders</b> | <b>Partners</b>                                   | <b>Timeline</b> | <b>Progress</b> |
|---|----------------|---|-----------------|-----------------|
| 4. Gather input on and promote infrastructure unique to each neighborhood |                | Public Works, Landscape Architect, Planning       | Mid             |                 |
| 5. Research routes suitable for express/connector bus service             |                | Municipal Transit Utility, Planning, Public Works | Mid             |                 |