



**GRAND RIVER • GREAT CITY**  
La Crosse • Wisconsin  
PLANNING AND DEVELOPMENT  
400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512



May 20, 2019

Memo

To: CM Richmond, CM Janssen  
From: Jason Gilman, Director of Planning and Development  
RE: Floodplain Grant Program

Dear CM Richmond and Janssen:

Per our discussion last week, here are some suggestions for amending the rules relative to the floodplain grant program that may address both immediate and future needs:

1. Amend the existing program (allowing it to stay in place and be used as is), but adding several new eligibility areas:
  - a. Acquisition. The City will consider acquiring your property if you are currently less than 3 feet below Base Flood Elevation (BFE) and you are interested in selling the property at the current assessed market value and your property is within an area of redevelopment potential. Note: The City will map zones of acquisition interest given the location and elevation of infrastructure, the potential for redevelopment and areas that may not be eligible for other public acquisition, demolition and redevelopment funding sources and areas that have the potential for redevelopment rather than future open space (to be determined by the flood hazard mitigation plan).
  - b. Basement fill. The City will grant up to 70% of the costs for filling and related improvements to eligible applicants having homes values at \$50,000 or greater to fill basement areas which have been subject to groundwater inundation, provide the fill and resulting improvements are compliant with local, State and Federal building requirements.

Lastly, once the Flood Hazard Mitigation Plan is complete, the City should have a better idea of the geographic areas that will likely need to be converted to permanent open space, which will both allow the City to use post-disaster relief funding for acquisitions, and also refine the targeted areas that will likely be redeveloped over time.

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR  
TIM ACKLIN, AICP, SENIOR PLANNER  
ANDREA SCHNICK, ECONOMIC DEVELOPMENT PLANNER  
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER  
JACK ZABROWSKI, ASSOCIATE PLANNER  
ASHLEY MARSHALL, CLERK STENO III

CAROLINE GREGERSON, COMMUNITY DEVELOPMENT ADMINISTRATOR  
DAWN REINHART, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE  
TARA FITZGERALD, PROGRAM COORDINATOR  
KEVIN CLEMENTS, HOUSING SPECIALIST  
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST