Forward La Crosse: 2025 Zoning Code Update Promotion
www.forwardlacrosse.org
Campaign Timeline: Kick Off February 2025

Overview
The City of La Crosse is updating its Zoning and Subdivision Code, an 18-month initiative to help shape a more vibrant, resilient, and livable city for the residents of La Crosse, Wisconsin. This collaborative effort will build on the efforts of past City plans, including the most recently adopted 2040 Comprehensive Plan and the La Crosse 2024 Housing Study.

ForwardLacrosse.org
Since the launch of the 2025 Zoning Code Update in February, the website https://forwardlacrosse.org has recorded **9,200 users** and **32,221 page views.**

Social Media
Since February 2025, the Forward La Crosse Facebook page has received 31,883 views, with 61% coming from non-followers. Of the total audience, 67.2% is located in La Crosse, WI, followed by viewers in Onalaska and Holmen. The strongest age group is women ages 35 to 64, with the 35 to 44 range accounting for 28.7% of total viewership.

Instagram's audience is predominantly female (59.6%), with the largest age group between 35–44. The account has reached 3,358 since the launch of the zoning plan. Followers primarily access Instagram from La Crosse, WI, followed by Onalaska and Holmen, WI.

Press Releases & E-newsletters

April 30, 2026 - La Crosse Housing Week is back, and so is Forward La Crosse!
April 28, 2026 - Forward La Crosse Returns to Housing Week: Pop-Up Events and...
April 16, 2026 - 📢 Neighborhood Meetings & Plan Commission Workshop
March 11, 2026 - 📢 Zoning Code Update – Happening Wednesday, March 18, 2026
February 20, 2026 - 📢 Zoning Code Update – Public Workshops Announced
January 15, 2026 - 2025 La Crosse Zoning Recap: Celebrating Community Input & Looking Ahead to 2026
December 8, 2025 - Final Neighborhood Meeting for La Crosse Zoning Update
November 11, 2025 - OpenGen - Zoning Code Neighborhood Meetings! Coming Up!
October 31, 2025 - Zoning Code Neighborhood Meetings! Coming Up!
October 27, 2025 - 🗣️ Wednesday, October 29! Join us for two open-house style Public Input Meetings!
October 14, 2025 - 🗣️ Your Voice Matters – October 29 Public Input Meetings!
October 01, 2025 - 🏘️ Community Input Meetings Set for October 29 – Review Draft Zoning Code..
September 18, 2025 - 🏘️ Zoning Code Update: Tell Your Friends, Family, and Neighbors!
August 19, 2025 - Zoning Code Update: Community Feedback Summary 🏘️📝
July 17, 2025 - ✉️ Submit Your Comments: info@forwardlacrosse.org – We're Listening
June 17, 2025 - 🗣️📈Survey Deadline June 30: Shape La Crosse's Future! 🗓️✨
June 09, 2025 - 📘 🗓️ Zoning Code 101 – Join Us June 9th & 23rd! $20 gift card!
May 21, 2025 - Zoning Code 101 – Join Us This Thursday!
May 14, 2025 - 🔍🏙️ Help Shape La Crosse's Future—Take the Zoning Code Survey Today! 📝✨

May 07, 2025 - City of La Crosse Launches Zoning Survey to Gather Input on Future Development and..
April 24, 2025 - NEXT WEEK! 🏡 La Crosse Housing Week 📅 April 28 – May 3, 2025!
April 03, 2025 - Forward La Crosse News: 🏡 La Crosse Housing Week 📅 April 28 – May 3, 2025!
March 20, 2025 - 🏡 La Crosse Housing Week Returns! 📅 April 28 – May 3, 2025: 🏗️ Join the…
February 17, 2025 - 📣 The City of La Crosse Announces an Update to their Zoning and Subdivision..

Community Engagement Summary #1

- LINK

In the News

2026

April 28, 2026 - (AOL) - Forward La Crosse invites community input during housing week events
April 28, 2026 - (wiproud.com) - Forward La Crosse invites community input during housing week events

2025

Feb 17, 2025 - (Around River City - Online Print) - La Crosse Seeks Community Input for Zoning and Subdivision..
March 14, 2025 - (WIZM News - Radio) Women Build, Housing Week and Neighbor's Day with Habitat..
March 24, 2025 - (AARP Local) - Join La Crosse Housing Week April 28 through May 3
Apr 17, 2025 - (WIZM News+Podcast) - Habitat's Kahya Fox previews La Crosse Housing Week
Apr 21, 2025 - (wiproud.com) - La Crosse organizations to launch first-ever La Crosse Housing Week April 28..
April 21, 2025 - (Yahoo News) - La Crosse organizations to launch first-ever La Crosse Housing Week April 28 to..
Apr 23, 2025 - (La Crosse Tribune) - Housing Week aims to engage La Crosse on affordable housing issues
Apr 23, 2025 - (La Crosse Tribune) - La Crosse Housing Week: Affordable housing..
Apr. 28, 2025 - (WEAU 13) - Local organizations launch first La Crosse Housing Week
April 29, 2025 - (Yahoo News) - Housing Week kicks off in La Crosse
Apr 29, 2025 - (wiproud.com) Housing Week kicks off in La Crosse
Apr 30, 2025 (News 8) - La Crosse Housing Week aims to address community..
May 7, 2025 (WXOW 19) - City of La Crosse is seeking input on future development and neighborhood character
May 8, 2025 - (wiproud.com) - La Crosse wants your input on the Forward La Crosse Zoning Update
June 30, 2025 - (WIZM News) - Zoning and neighborhood needs are top priorities for new development…
June 09, 2025 - (News 8) - City of La Crosse educates residents on the importance of zoning
Sept 2, 2025 - (WEAU 13) - City of La Crosse plans update for zoning code…
Sept 3, 2025 - (WLAX) - The City of La Crosse is updating its zoning laws
October 3, 2025 - (La Crosse Tribune) More public input sought as La Crosse focuses its zoning code overhaul
November 3, 2025 - (La Crosse Tribune - Opinion) - Zoning Changes Will Make La Crosse Less Desirable

Event Calendars Submissions

- La Crosse Tribune
- WXOW News 19
- News 8
- Next Door
- WI Proud (Fox 25/48)
- Good Morning Coulee
- La Crosse Local
- City of La Crosse Event Calendar
- Around River City

Physical Media – Posters
Forty posters were distributed across locations in La Crosse, including Viterbo University, UW-La Crosse, the public library, City Hall, and various spots throughout downtown for Housing Week.

In-Person Presentations/Discussions

2026
May 5, 2026 - Zoning code Update (Housing Week)
- Pop-up tables will also be set up throughout the week at the La Crosse Public Library, Riverside Park, and at Grounded Coffee Shop. Residents can stop by to review engagement findings, explore draft residential districts, and share feedback.

April 27, 2026 - Joint Common Council/City Plan Commission Workshop
March 18, 2026 - Joint Common Council/City Plan Commission Workshop

2024/2025
December 9, 2024 - Zoning Code Neighborhood Meeting (6:30)
November 24, 2024 - Zoning Code Neighborhood Meeting (6-7:30PM)
November 18, 2024 - Zoning Code Neighborhood Meeting (6-7:30PM)
November 17, 2024 - Zoning Code Neighborhood Meeting (6-7:30PM)
November 10, 2024 - Zoning Code Neighborhood Meeting (6-7:30PM)
October 29, 2024 - Public Input Meeting (12–2 PM)
October 29, 2024 - Public Input Meeting (6–7 PM)
June 23, 2025 - Zoning Code 101 - Bluffside and Grandview Emerson Neighborhood Associations
June 9, 2025 - Zoning Code 101 - Weigent-Hogan, Holy Trinity-Longfellow, and Hintgen Neighborhood
May 27, 2025 - Zoning Code 101 - Logan-Northside Neighborhood Association and Lower Northside Depot..
May 22, 2025 - Zoning Code 101 - Washburn, Downtown, and Powell-Poage-Hamilton Neighborhood Associations
May 5 - La Crosse Chamber - The Forum: La Crosse Housing & Zoning Changes
April 30, 2025 - Zoning & Beyond: Forward La Crosse - La Crosse Public Library Main Branch
May 1, 2025 - Zoning & Beyond: Forward La Crosse - La Crosse Public Library Main Branch
April 30- May 2, 2024 - Housing Week
- Housing Week (April 30–May 2, 2024) brought together residents, city planners, and community partners to explore housing challenges and opportunities in La Crosse. Events included zoning discussions at the public library, pop-up tables across the city, a casual “Housing on Tap” gathering, a “Let’s Taco Boat” lunch, a history exhibit on local housing, and a session on the economics of redevelopment—all aimed at engaging the community in shaping the future of housing.

Oct 29, 2025 - Public Input Meeting (12–2:00 PM)
Oct 29, 2025 - Public Input Meeting (5–7:00 PM)
Nov 10, 2025 - Zoning Code Neighborhood Meeting
Nov 17, 2025 - Zoning Code Neighborhood Meeting
Nov 24, 2025 - Zoning Code Neighborhood Meeting
Dec 9, 2025 - Zoning Code Neighborhood Meeting

Organizational Media Inclusion

May 25, 2025 – The Bluffside Neighborhood Association shared the Forward La Crosse newsletter
Housing Week 2025 - Habitat for Humanity - including outreach through social media, newsletters, and other communication channels.
April 18, 2025 - (Couleecap, Inc. FB Page) - Don’t miss La Crosse Housing Week! April 28th…
April 30, 2025 - (Extension La Crosse County FB Page) - “Get ready, La Crosse! The first-ever Housing Week..
Oct 24, 2025 - (Habitat for Humanity) La Crosse rezoning input sessions & panel discussion
October 26, 2025 (North La Crosse Business Association, FB page) - Get ready to see and give feedback on…
October 29, 2025 - (La Crosse Builders Association, FB Page) - We've been keeping a finger on the pulse of…