



LA CROSSE • 2024

Housing Study

WHY A STUDY

- Provides recommendations and a road map in association with the Comprehensive Plan
- Assurance for market demand and potential programs that can help fill financing gaps.
- Help attract and retain employees to live in La Crosse
- Create housing partnerships and market new opportunities for the community.
- Stimulate housing supply for sustaining enrollments.



SCHEDULE

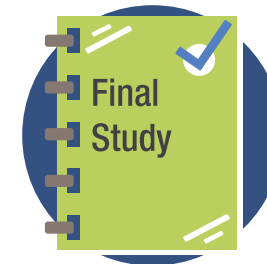
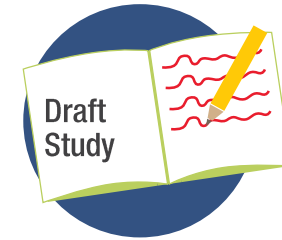
1. Discover



2. Identify Issues & Opportunities



3. Goals & Strategies



AGENDA

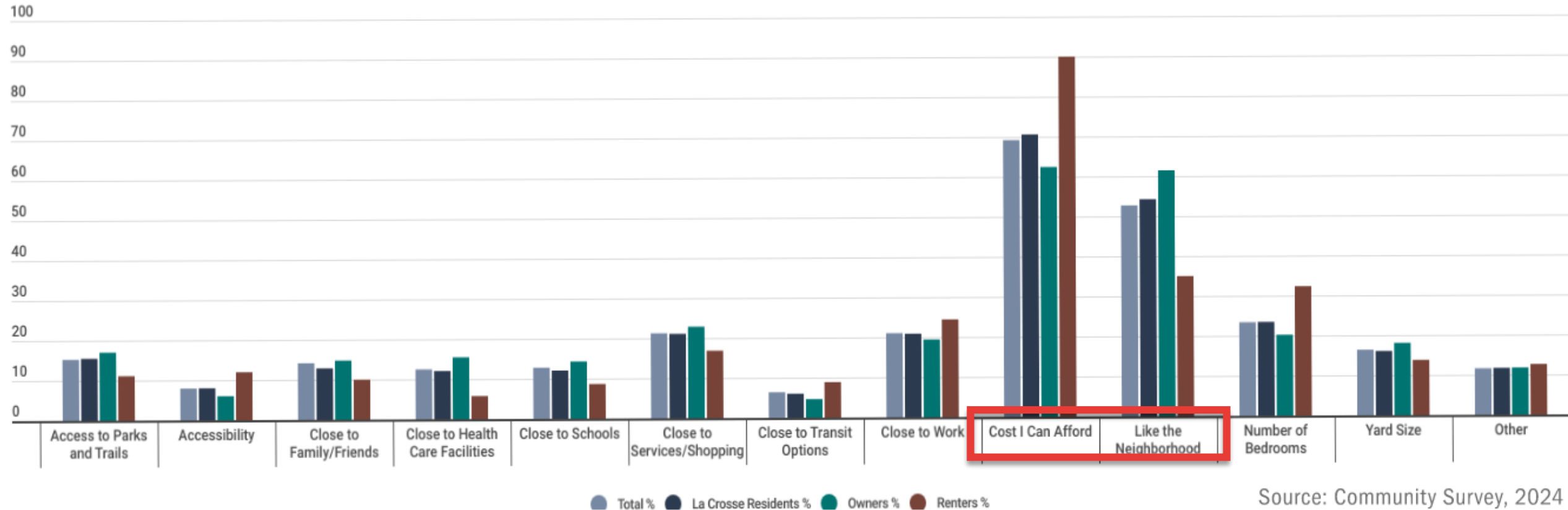
- Community Insights
- Market Findings
- Goals and Strategies Discussion



COMMUNITY INSIGHTS

Cost I Can Afford
Like the Neighborhood

Figure 2.5: Top Housing Needs of Survey Respondents



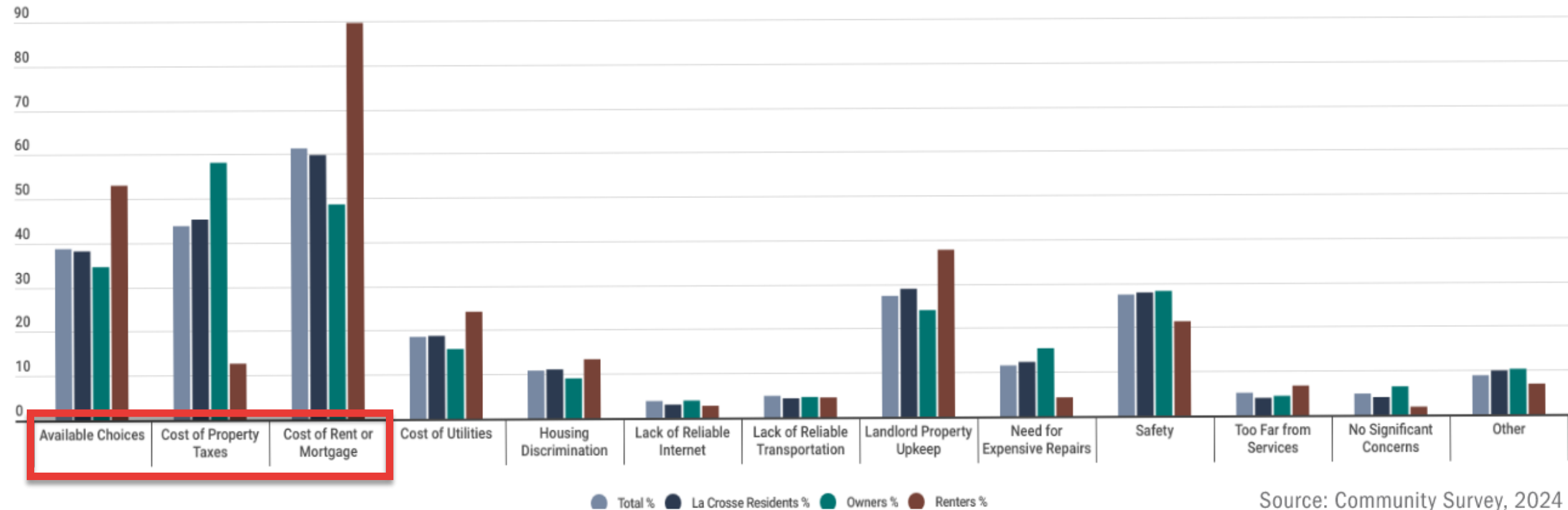
Source: Community Survey, 2024



COMMUNITY INSIGHTS

Cost of Rent, Mortgage or Property Taxes
Available Choices

Figure 2.6: Top Housing Concerns of Survey Respondents



Source: Community Survey, 2024



COMMUNITY INSIGHTS

Most Favored



Affordable, small,
two- or three-
bedroom home:
94.4%



Mid-size three-
bedroom home:
87.4%



Townhome or
duplex: 78.2%



Independent
senior living
housing: 75.1%



Downtown upper-
story residential:
65.0%

Least Favored



Accessory
dwelling units:
63.3%



Apartment:
60.4%



Row housing:
58.2%



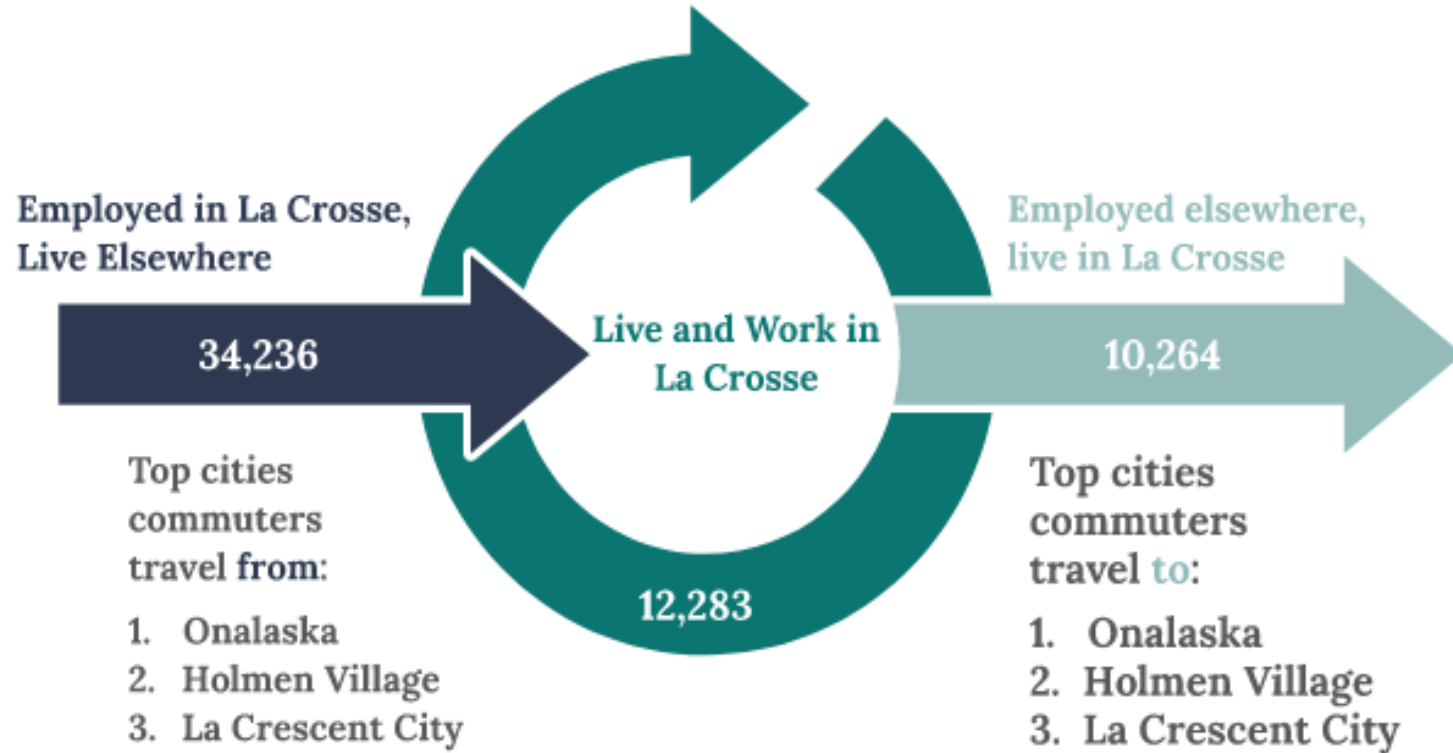
Large home with
four or more
bedrooms: 52.2%

AGENDA

- Community Insights
- **Market Findings**
- Goals and Strategies Discussion



MARKET FINDINGS



Source: [Census OnTheMap](#)

MARKET FINDINGS

Figure x.x: Home Sales in La Crosse County

	2019	2020	2021	2022
Homes Sold	1,336	1,447	1,420	1,308
Homes Listed	1,489	1,170	1,092	944
Median List Price*	\$175,000	\$214,900	\$291,250	\$209,950
Median Sales Price*	\$158,100	\$161,500	\$203,750	\$215,500
Average Days on Market	26	24	14	16

*Denotes the median list/sales price for the month of June in the year listed

Source: Multiple Listing Service (MLS)



MARKET FINDINGS

Figure x.x: Construction Activity in County, Excluding the City of La Crosse, 2018-2023

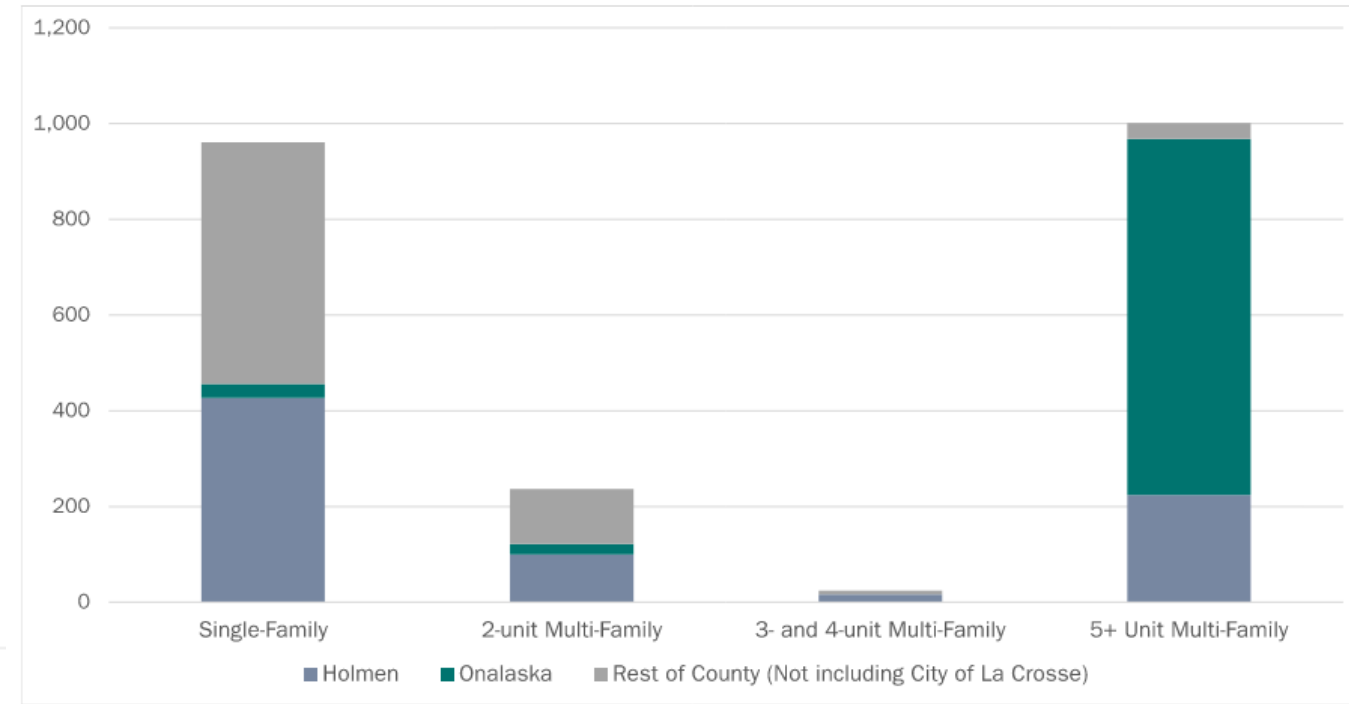
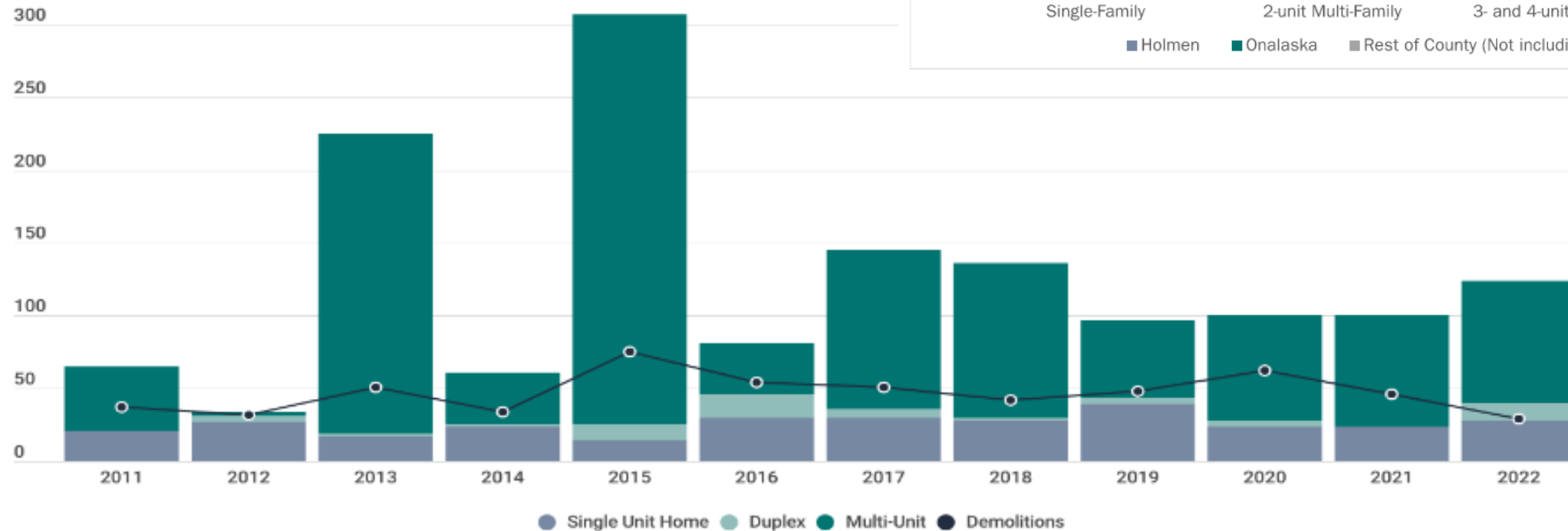


Figure x.x: Construction Activity in La Crosse



Source: City of La Crosse



MARKET FINDINGS

- Rent is rising by more than inflation in La Crosse and peer communities.
- Renters and low income households in La Crosse face higher housing cost burden than owners and higher income households.

Figure x.x: Peer Community Median Home Value and Median Contract Rent, 2012 and 2022

	2012 MEDIAN HOME VALUE	2022 MEDIAN HOME VALUE	2012 MEDIAN CONTRACT RENT	2022 MEDIAN CONTRACT RENT
La Crosse, WI	\$126,200	\$180,800	\$567	\$807
Eau Claire, WI	\$142,400	\$214,200	\$583	\$803
Green Bay, WI	\$132,200	\$174,500	\$548	\$738
Rochester, MN	\$168,600	\$274,600	\$691	\$1,102
Duluth, MN	\$152,300	\$208,200	\$626	\$915

Source: 2017-2022 American Community Survey

Figure x.x: Peer Community Cost Burdened Households, 2022

	TOTAL COST BURDENED	COST BURDENED OWNERS	COST BURDENED RENTERS
La Crosse, WI	35.5%	20.3%	48.7%
Eau Claire, WI	29.6%	18.6%	44.7%
Green Bay, WI	30.4%	17.6%	45.4%
Rochester, MN	28.2%	15.8%	50.1%
Duluth, MN	37.8%	19.8%	63.5%

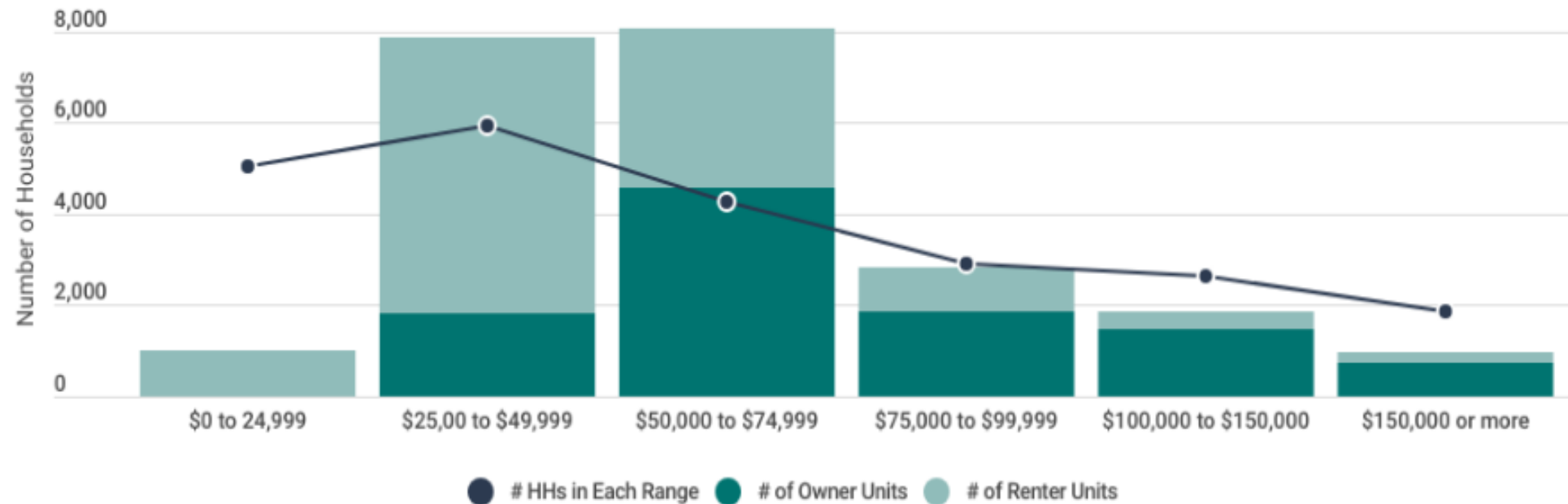
Source: 2017-2022 American Community Survey



MARKET FINDINGS

- La Crosse has a large stock of housing affordable at 30% of income for households making between \$25,000 and \$75,000 annually.
- The largest gap exists for households that can only afford the lowest cost options, price points that cannot be produced new, but comes from the existing housing stock already in the market and subsidized units.

Figure x.x: Gaps in Units versus Affordable Household Incomes, 2022

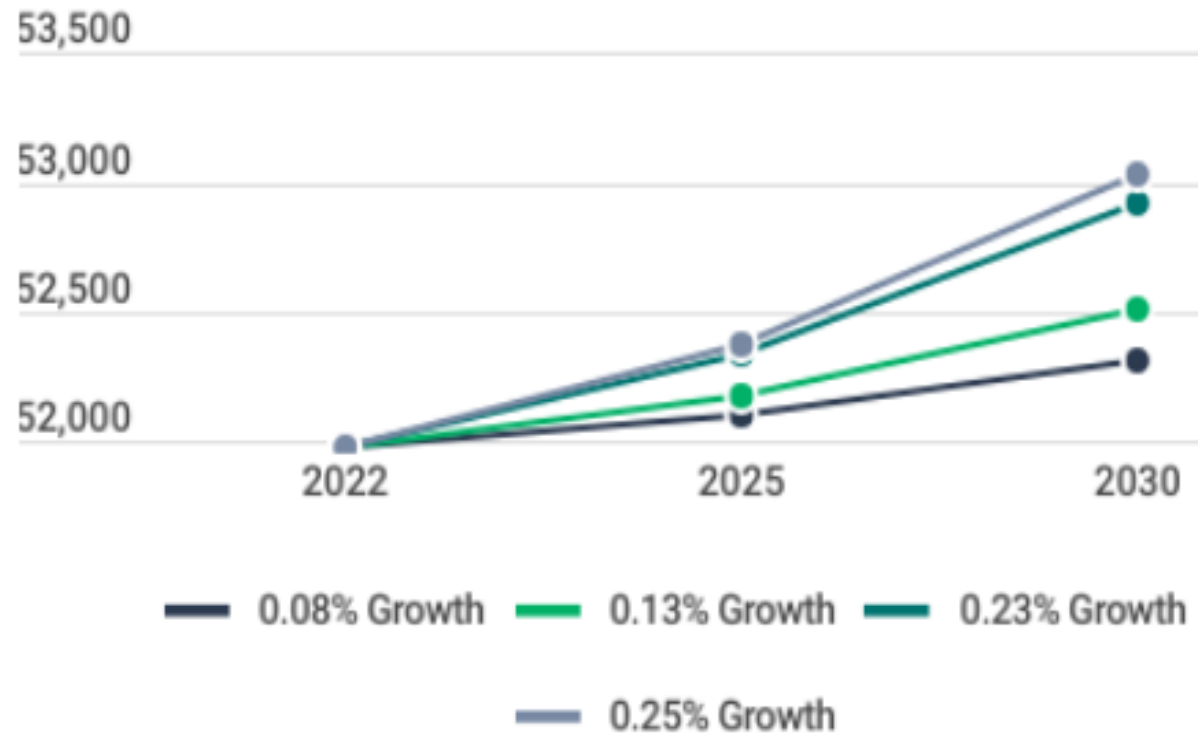


Source: 2017-2022 American Community Survey; RDG Planning & Design



MARKET FINDINGS

Figure 3.4: Population Projection Scenarios for La Crosse



Source: RDG Planning & Design; City of La Crosse



MARKET FINDINGS

Figure x.x: Housing Demand Forecast at 0.25% Annual Population Growth*

END OF PERIOD	2022	2025	2030	TOTAL
Population at End of Period	51,978	52,369	53,027	
Household Population at End of Period	47,289	47,645	48,243	
Average People per Household	2.10	2.09	2.07	
Household Demand at End of Period	22,519	22,818	23,329	
Projected Vacancy Rate	3.1%	3.8%	4.9%	
Unit Needs at End of Period	-	23,716	24,533	
Replacement Need (total lost units)		135	225	360
Cumulative Need During Period		610	1,042	1,652**
Average Annual Construction		203	208	206

Source: RDG Planning & Design

*Similar to 2010-2020 housing construction activity translated to added household population. Note: The High Growth Scenario in the Comp Plan illustrates a 0.40% annual population growth and La Crosse averaged 120 new units per year from 2010-2022.

**Units added in 2023 drop the cumulative need to 1,624, or 232 units annually through 2030.

Figure x.x: Housing Development Program

END OF PERIOD	2022-2030
Total Need	199-225 units annually
Total Renter Occupied	50%
Under \$500	22%*
\$500-\$700	11%
\$700-\$1,000	20%
\$1,000-\$1,500	26%
\$1,500-\$2,000	12%
\$2,000+	10%
Total Owner Occupied	50%
Under \$87,500	9%**
\$87,500-\$150,000	7%**
\$150,000-\$225,000	21%
\$225,000-\$300,000	20%
\$300,000-\$450,000	26%
\$450,000+	26%

Source: RDG Planning & Design

*Most are heavily subsidized units, programs to preserve affordability, HUD, LIHTC. Some of the percentages should shift to higher rent ranges to account for student who are living off-campus.

**Comes from subsidized, rehab, and vacant units in the existing housing stock.



AGENDA

- Document Organization
- Market Findings
- **Goals and Strategies Discussion**



GOALS AND STRATEGIES DISCUSSION

Policy Areas

1. Neighborhood Conservation

- These neighborhoods are in relatively good condition with only a limited number of properties that require attention.

2. Stabilization

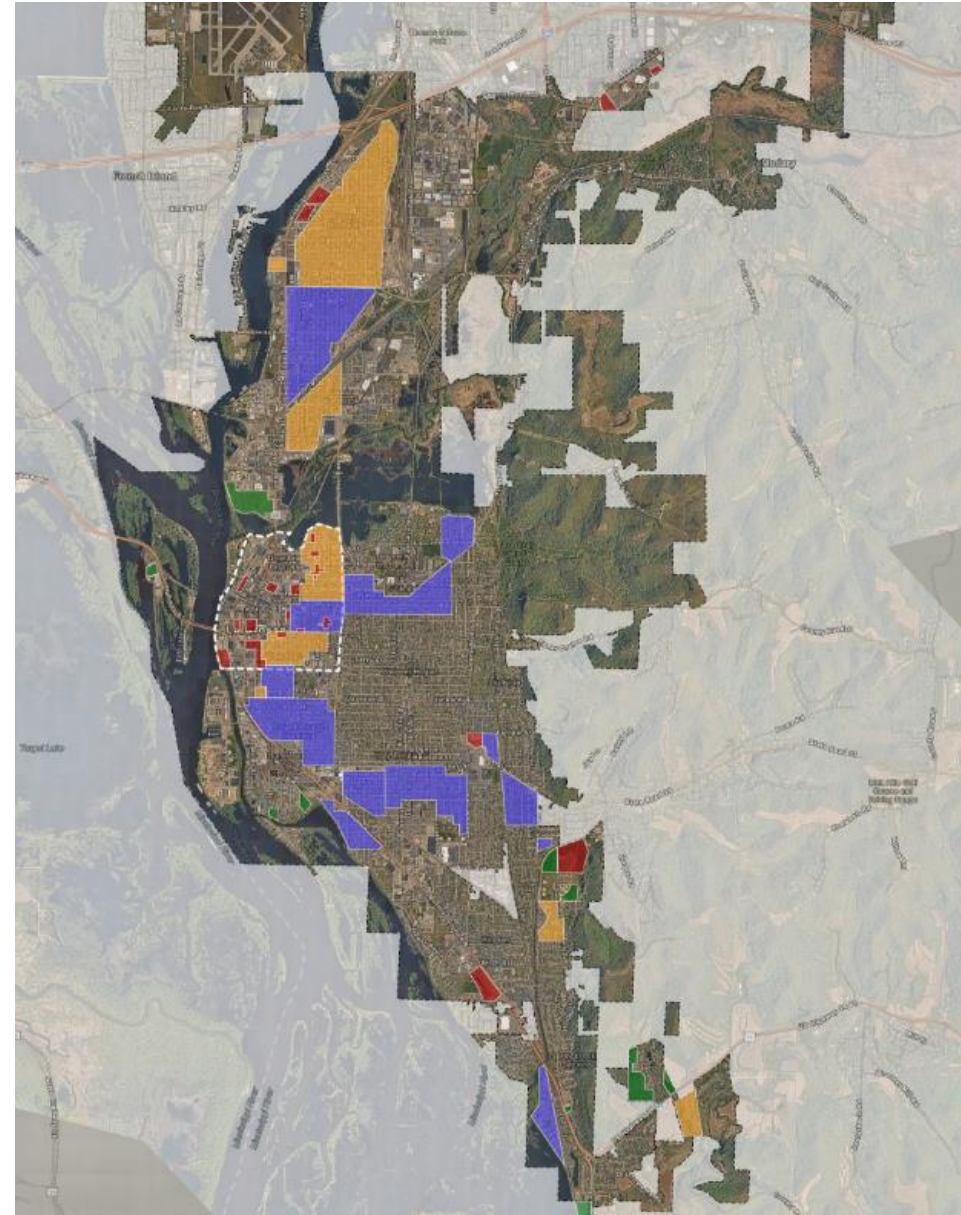
- Characterized by an aging housing stock, these areas differ from the conservation areas in condition and the level of maintenance needs.

3. Redevelopment

- Redevelopment opportunities are case-by-case examples of blighted or vacant land that redevelopment could transform into an attractive and productive residential use.

4. New Development

- This area is generally where development did not exist in the past and is free from major barriers, or these barriers could be overcome, for new housing development.



GOALS AND STRATEGIES DISCUSSION

Overarching Action Applying to All Goals:

- **Complete a comprehensive review and update of the City's zoning code to evaluate barriers to development**
1. Increase the supply of owner and rental units affordable to households making less than the area median income (AMI)
 2. Foster greater housing diversity through strategic infill development
 3. Create more housing opportunities attractive to La Crosse residents, especially households with children.
 4. Make building procedures and approvals in La Crosse a clear, predictable, and flexible process.
 5. Secure and conserve existing housing.
 6. Improve renter and landlord relationships.



GOALS AND STRATEGIES DISCUSSION

1. **Goal:** Increase the supply of owner and rental units affordable to households making less than the area median income (AMI)
 1. Action: Continue to actively partner with housing developers to pursue funding opportunities for the development and rehabilitation of income-qualified rental units; continue to promote the City's Affordable Housing Loan Fund to incentivize affordable multi-family housing developments
 2. Action: Investigate and document the condition of dilapidated rental properties; increase building code enforcement for non-compliant properties.
 3. Action: Evaluate and promote stronger education and awareness of existing laws concerning tenant rights.



GOALS AND STRATEGIES DISCUSSION

1. Goal: Increase the supply of owner and rental units affordable to households making less than the area median income (AMI)
-

Case Studies:

- 4d Affordable Housing Incentive Program, Minneapolis, MN
- Housing Navigators Program of South Central Indiana



GOALS AND STRATEGIES DISCUSSION

2. Goal: Foster greater housing diversity through strategic infill development

1. Action: Within existing neighborhoods, develop more townhomes and buildings with 4 to 16 units as transitional infill development adjacent to large apartment complexes, commercial uses, and transit corridors. Continue to evaluate the financing and regulatory impediments to such housing and offer solutions such as tax incremental financing support as feasible.
2. Action: Prioritize underutilized areas within the city for redevelopment into multi-family residential or mixed-use developments, such as surface parking lots and vacant office space.
3. Action: Support innovative housing production methods such as pre-fabrication, and partner with local organizations also exploring these new construction methods.

GOALS AND STRATEGIES DISCUSSION

2. Goal: Foster greater housing diversity through strategic infill development

Case Studies:

- Incremental Development Alliance, Chattanooga, TN
- Reduced infill lots in Ottumwa, IA



GOALS AND STRATEGIES DISCUSSION

3. **Goal:** Create more housing opportunities attractive to La Crosse residents, especially households with children.
 1. **Action:** Create more accessible housing opportunities with amenities and formats desired by older adults to encourage the turnover of single-family housing units from older adults to first-time homebuyers.
 2. **Action:** Increase public awareness of the City's housing repair and rehabilitation programs for income-qualifying households. Partner with local organizations like Habitat for Humanity to expand housing rehabilitation assistance for families making 80-120% AMI.
 3. **Action:** Encourage and facilitate the construction of new owner-occupied units as infill development projects throughout the City. This could include detached units but should also include various forms of attached unit housing.

GOALS AND STRATEGIES DISCUSSION

3. Goal: Create more housing opportunities attractive to La Crosse residents, especially households with children.

Case Studies:

- Grand Rapids, MI Great Housing Strategies Toolkit
- Johnson County, KS Housing Task Force
- La Crosse Promise, La Crosse Replacement Housing Program
- Housing Bonds, Greensboro, NC



GOALS AND STRATEGIES DISCUSSION

4. **Goal:** Make and communicate building procedures and approvals in La Crosse as a clear, predictable, and flexible process.
 1. Action: Streamline approvals for desired products.
 2. Action: Allow administrative approvals for more projects.
 3. Assist in lot development to achieve desired products.

GOALS AND STRATEGIES DISCUSSION

4. Goal: Make building procedures and approvals in La Crosse a clear, predictable, and flexible process.

Case Studies:

- Pre-Approved Housing, South Bend, IN
- Infill Housing Palatte, Shawnee, OK
- Grand Rapids, MI Great Housing Strategies Toolkit



GOALS AND STRATEGIES DISCUSSION

5. Goal: Secure and conserve existing housing

1. Action: Target programs, policies, and incentives to different areas over time based on neighborhood conditions and potential to meeting community goals.

GOALS AND STRATEGIES DISCUSSION

5. Goal: Secure and conserve existing housing

Case Studies:

- Community Renewal of Pottawatomie County, OK
- Oshkosh Healthy Neighborhoods
- Invest DSM – Block Grant Challenge



GOALS AND STRATEGIES DISCUSSION

6. Goal: Improve renter and landlord relationships

1. Action: Create opportunities for increasing the number of quality tenants and landlords.

GOALS AND STRATEGIES DISCUSSION

6. Goal: Improve renter and landlord relationships

Case Studies:

- Housing Navigators, South Central Indiana
- Nebraska Renter Training Program
- Pride of Maryville, Maryville Zoning Updates



DISCUSSION

