

Holy Trinity - Longfellow Neighborhood Association

Neighborhood Association Plan

A. Overview of Neighborhood:

* **Boundaries:** The boundaries of the Association are Green Bay Street on the south, Jackson Street/State Road on the north, Losey Boulevard on the east, and West Avenue on the west.

* *Demographics of neighborhood:*

Age Distribution (from 2009-2013 ACS Estimates)

0-4	148	05.60%
5-9	162	06.13%
10-14	113	04.28%
15-17	100	03.79%
18-24	457	17.30%
25-29	338	12.79%
30-39	264	09.99%
40-49	325	12.30%
50-59	354	13.40%
60-69	246	09.31%
70+	135	05.11%
Total	2642	

Racial Distribution (2010 Census)

White	2541	90.36%
African American	0041	01.46%
Asian	0112	03.98%
Hispanic or Latino	0041	01.46%
Native American	0023	00.82%
Other	0005	00.11%
Two or More	0049	01.74%
Total	2812	

Household Income Distribution (2009-2013 ACS Estimates)

Less than \$25,000	254	22.94%
\$25,000-\$34,999	161	14.54%
\$35,000-\$44,999	105	09.49%

Household Income Distribution continued

\$45,000-\$49,999	097	08.76%
\$50,000-\$59,999	104	09.39%
\$60,000-\$74,999	162	14.63%
\$75,000-\$99,999	152	13.73%
\$100,000-\$149,999	058	05.24%
\$150,000 or more	014	01.26%

Total Households 1107

Housing Tenure (City of La Crosse Assessor's Office)

Owner occupied	62%
Renter occupied	38%

Total Households 1296

Average Housing Value (City of La Crosse Assessor's Office)

\$102,337 compared to the city wide average of \$117,600

(This is probably due, in part, to the significant number of single story, smaller lot homes in the neighborhood especially on the east side toward Losey Blvd)

Orders to Correct (City of La Crosse Fire Protection & Building Safety)

In 2014, the neighborhood accounted for 5% of the orders to correct for the whole city with a total of 171. The top five were:

- 1) Garbage, weeds, blight – 52
- 2) Improper outside storage – 30
- 3) Improper outside storage (rental) – 20
- 4) Housing maintenance (rental) – 15
- 5) Exterior appearance – 10

**** Residential & Neighborhood institutions***

The neighborhood is primarily residential with a few local businesses, primarily along the south side of Jackson Street and State Road, the west side of Losey Boulevard, and the east side of West Avenue. The neighborhood includes a community library, a public middle school, a parochial school, and four churches; independent restaurants, coffee and candy shops, dry cleaners, auto repair shop, and salons.

B. Neighborhood Vision Statement: The Holy Trinity-Longfellow Neighborhood Association will work collaboratively with residents, property owners, organizations, business owners, city government, and educational institutions to create and maintain a safe, congenial, proactive and peaceful community for everyone.

C. Description of Neighborhood assets

The Holy Trinity-Longfellow neighborhood covers an area which historically was developed over several decades; consequently there is considerable variety in housing design, size, and age. Yet house lot sizes are fairly consistent throughout the area. These characteristics result in a human-scale neighborhood where moderate, single family homes with front porches and stoops right along the sidewalks predominate, and promote interactions among residents. This is considered a significant asset for the Association, and new development within the Neighborhood area should respect and adhere to the general character of the area. In particular, any multifamily dwellings that might be considered should be conceived in a manner that they fit into what has traditionally been a community of single family homes. The Association hopes that it will be given an opportunity to review and comment on any such future development early in the planning and permitting process.

Additional desirable characteristics of the Holy Trinity-Longfellow neighborhood, as identified by Association members, are:

1. A safe and congenial environment throughout the area
2. Generally reasonable level of housing quality
3. A healthy though limited ethnic and cultural diversity
4. Convenient educational facilities (both for youth and adult lifelong learning)
5. Convenient services and commercial facilities, including independent restaurants, coffee and candy shops, dry cleaners, salons, and auto repair shop
6. Limited, yet noteworthy green space throughout the area, providing a connection to nature that encourages people to walk and bicycle throughout the neighborhood; this includes a public park with playground equipment, and a large private green area associated with the Holy Trinity church.

D. Neighborhood concerns

Association members have noted the following concerns within our association boundaries:

1. Preservation of the South Community Library as an effective and vibrant library and community center
2. Municipal commitment to developing and promoting pedestrian and bicycle friendliness throughout the neighborhood area (and the city generally)

3. Preservation of the safe and welcoming character of our neighborhood as forces outside the area potentially exert negative pressures
4. Housing and property maintenance, including quality and condition of rental housing

E. Plan to improve neighborhood: 2016 - 2017

Overall thrust: Preserve neighborhood assets while addressing concerns and acting as a proactive component to improve the broader La Crosse City standard of living

Goal A: Develop work plans for each of the three HTLNA Standing Working Groups

Objective 1: Certify members for each working group, and determine process for selection of chairperson

Objective 2: Develop annual strategy, including specific efforts/objectives for each working group

Objective 3: *Social Activities Working Group* projects – 1) Promote and participate in a community rummage sale with Faith United Methodist Church; 2) Develop member recruitment efforts (see Goal D below); 3) Draft and submit proposals to protect South Community Library; 4) Participate in Library strategic planning process

Objective 4: *Community Safety Working Group* projects – 1) Conduct a survey of existing businesses within the Association's boundaries; 2) Increase members' familiarity with City and County websites to access resources and to make reports

Objective 5: *Neighborhood Beautification Working Group* projects – 1) Monitor Neighborhood Greenway plans for 17th and possibly Farnam streets; 2) Monitor Jackson Street/State Road reconditioning; 3) Monitor City Council decisions regarding status of Southside Senior Center; 4) Monitor WisDOT plans for Losey Blvd. expansion; 5) Monitor Parks and Recreation plans for Powell Park upgrades; 6) Promote Safe Routes to Schools

[Responsibility for satisfaction of objectives will rest primarily with working group members; accomplishments will be demonstrated by working group lists indicating chairperson, a plan statement for each year indicating efforts and activities, and execution of events and actions specified in the work plans]

Goal B: Maintain and improve the infrastructure within our neighborhood association boundaries

Objective 1: Work with City staff and Council members to reduce the number of condemned and vacant houses in the neighborhood

Objective 2: Inform City staff of Code enforcement violations within neighborhood boundaries

Objective 3: Educate neighborhood residents about housing improvement programs available to City residents

[Responsibility for satisfaction will reside with association leaders and residents; accomplishments will be demonstrated by reduced numbers of vacant and condemned houses, and code violations within neighborhood boundaries]

Goal C: Maintain and improve the natural environment and green spaces within our neighborhood boundaries, and develop non-motorized access to this environment

Objective 1: Monitor the health and density of trees, and advise City when boulevard trees need attention/replacement

Objective 2: Work with City staff to improve pedestrian and bike safety and access within our neighborhood

Objective 3: Work with City staff and Council members to maintain and, if possible, increase green space within our neighborhood boundaries

Objective 4: Discuss and promote habitat gardens at residences and open spaces in our neighborhood

[Responsibility for satisfaction will reside with association leaders and residents; accomplishments will be demonstrated by prepared lists of appropriate trees for neighborhood planting which will be shared on our web page; applied transportation enhancements that improve and encourage pedestrian and bicyclist activities, particularly in regard to Jackson Street, State Road, and Losey Boulevard]

Goal D: Build HTLNA membership and connections between residents living within our neighborhood association boundaries.

Objective 1: Sponsor neighborhood social gatherings

Objective 2: Organize an annual drive to promote awareness of the association

Objective 3: Survey neighborhood residents to determine appropriate times for meetings that will allow the greatest attendance

[Responsibility for satisfaction will reside with the association leaders and the appropriate working group; accomplishments will be demonstrated by regularly increasing participation from residents and the presence of new members at meetings throughout the year]

Goal E: Collaborate with other neighborhood associations and city government entities to strengthen the quality of life in the region

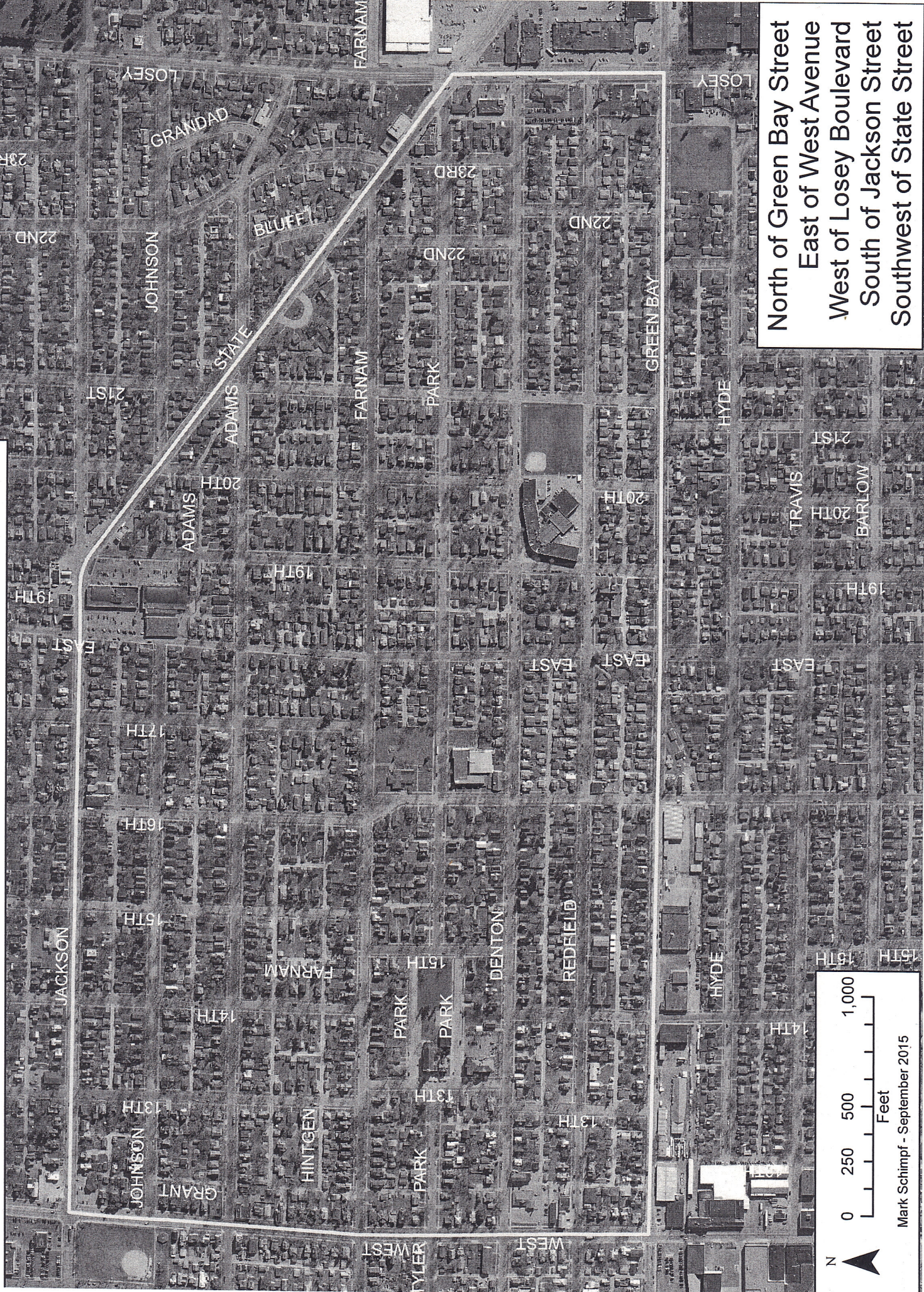
Objective 1: Have regular representation at neighborhood leaders' meetings

Objective 2: Discuss community issues at association meetings, prepare position statements, and deliver adopted proposals to the appropriate government entities for action

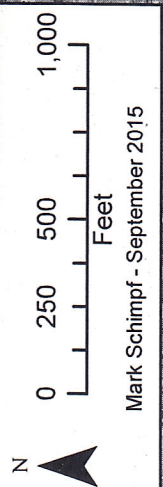
Objective 3: Have association representation at community planning efforts, and encourage association members to participate in broader community initiatives

[Responsibility for satisfaction will reside with the association and working group leaders, as well as interested members; accomplishments will be demonstrated by active participation as reported to members at regular meetings]

Holy Trinity-Longfellow Neighborhood - Boundaries

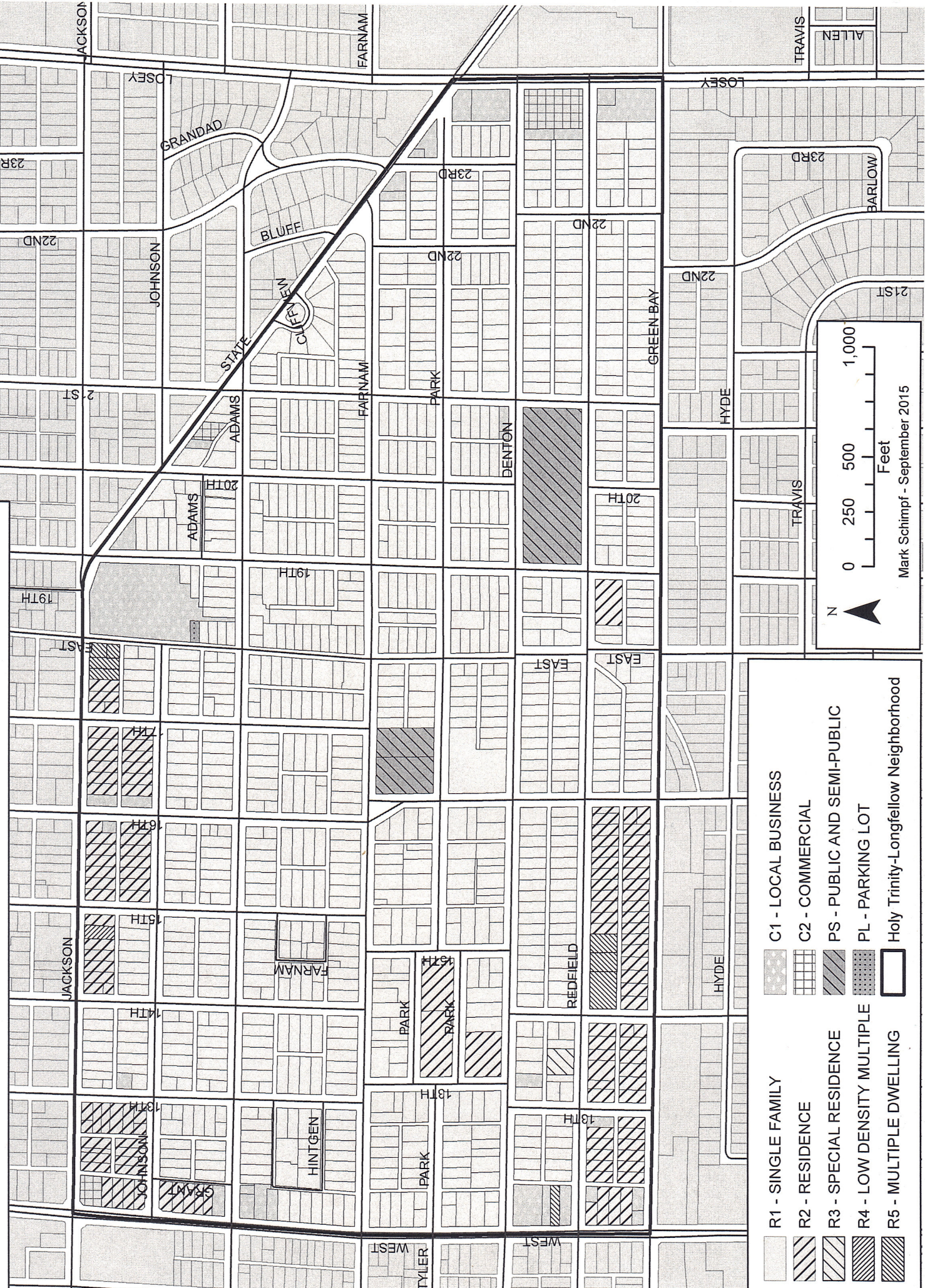


North of Green Bay Street
East of West Avenue
West of Losey Boulevard
South of Jackson Street
Southwest of State Street



Mark Schimpf - September 2015

Holy Trinity-Longfellow Neighborhood - Zoning



- R1 - SINGLE FAMILY
- R2 - RESIDENCE
- R3 - SPECIAL RESIDENCE
- R4 - LOW DENSITY MULTIPLE
- R5 - MULTIPLE DWELLING
- C1 - LOCAL BUSINESS
- C2 - COMMERCIAL
- PS - PUBLIC AND SEMI-PUBLIC
- PL - PARKING LOT
- Holy Trinity-Longfellow Neighborhood

