

Washburn Neighborhood Plan

La Crosse, Wisconsin

July 2002



Cadwallader C. Washburn

United States Congressman

1855-61 & 1867-71

Wisconsin Governor 1872-1874

Prepared by the City of La Crosse Planning Department
& the Washburn Neighborhood Association

Washburn Neighborhood Plan

Adopted by Common Council

Resolution No. 2002-06-029

June 13, 2002

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Thanks to those who regularly attended meetings during the nine-month planning process and contributed to the development of the final plan:

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REPORT OF COMMITTEE

Your Judiciary & Administrative Committee and Finance and Personnel committee, having under consideration the annexed resolution approving the Washburn Neighborhood Plan, recommend the same be adopted.

Respectfully submitted,

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REPORT AND
RESOLUTION ADOPTED
JN13 2002
BY COUNCIL

RESOLUTION

WHEREAS, the City has demonstrated its commitment to helping improve the City's neighborhoods by initializing a neighborhood planning process; and

WHEREAS, a committee of neighborhood residents of Washburn area near Viterbo University and Franciscan Skemp Medical Center, and other interested citizens and City staff have been meeting for the past nine months to develop a plan of strategies on how to make their neighborhood a better place; and

WHEREAS, said Plan has already undergone public and department comment and been presented and approved by the neighborhood committee;

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse: that the Common Council adopts the Washburn Neighborhood Plan in order to implement the recommendations therein.

BE IT FURTHER RESOLVED that the affected City departments and organizations shall begin implementing the policy changes called for in the Plan.

BE IT FURTHER RESOLVED that the future City budget processes consider programming funds to implement these projects.

BE IT FURTHER RESOLVED that 12 months after adoption of the resolution, City departments under the coordination of Planning Department staff will prepare an annual report for the Common Council summarizing the results and/or status of the recommendations approved in this plan.

BE IT FURTHER RESOLVED that appropriate City staff be requested to assign priority to the implementation of projects and activities included in the plan and attached as exhibit A.

Resource Staff

Thank you to the following City of La Crosse Department representatives who attended the August 7, 2001 meeting. This meeting was conducted as a panel discussion and question and answer period with the neighbors. Through this panel discussion, the neighbors were able to find answers to many of their questions concerning City services in the neighborhood. In addition, all department representatives stated that they would be available in the future to discuss specific concerns with the neighborhood group and to work on the actions contained in this plan.

Ken Dentice, Building and Inspections Department
Mark McConaughey, Building and Inspections Department
Bob Berg, Parks and Recreation Department
Pat Caffrey, Public Works Department
Pennie Pierce, Refuse and Recycling Department
Captain Gary Uting, La Crosse Police Department

Thank you to Mary Meehan-Strub, Professor, Department of Family Development, Family Living Agent, La Crosse County UW-Extension; Marilyn Pedretti, Campus Ministry Volunteer Coordinator; and Sister Georgia Christensen, who assisted in the design and administration of the Neighborhood Survey and have been involved with the group from the first meeting. Special thanks to the 200 Viterbo University students who went door-to-door and administered the neighborhood survey, and to Marilyn for coordinating the door-to-door effort during a two week period in October of 2001. The results of this survey can be found in Appendix E.

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Introduction

Between 1997 and 2001 the Franciscan Sisters of Perpetual Adoration (FSPA), Viterbo University, Franciscan Skemp Medical Center, Aquinas Catholic Schools, and Chileda representatives had organized several neighborhood meetings in the area around their campuses. In 2001 the five institutions asked the City of La Crosse Planning Department to assist them in the development of a neighborhood plan that would guide future efforts to improve the neighborhood. The Neighborhood Association began meeting officially on July 10, 2001 to develop the neighborhood Plan.

The name for the neighborhood was chosen to honor a prominent La Crosse citizen and past neighborhood resident. The area is one of La Crosse's oldest neighborhoods and has a history as a family neighborhood that was home to many recognizable names in La Crosse's history, as well as the common working man. Cadwallader C. Washburn was a La Crosse resident and Civil War General prior to his terms as a US Congressman from 1855–61, 1867-71, and Wisconsin Governor from 1872 to 1874. His original residence is located in the center of this neighborhood at 612 Ferry Street.

The purpose of the Washburn Neighborhood Plan is to devise strategies for addressing the neighbors' concerns, and set the foundation for collaborative efforts between the public and private sectors to help implement the plan recommendations. More specifically, the neighborhood plan is intended to:

- Educate both city government and neighborhood residents about each other's concerns and visions for the future.
- Promote collaboration between the city and the neighborhood in order to achieve mutual goals and a shared sense of responsibility.
- Create a "sense of place" within the community by identifying and developing the assets within each neighborhood.
- Initiate change, rather than simply reacting to it, by addressing specific issues and opportunities.
- Strengthen the city by strengthening neighborhoods.

Executive Summary

The Washburn Neighborhood Plan is the result of a nine-month planning process involving Washburn Neighborhood residents, property owners, business owners, and institutional representatives. The Plan is comprised of three main sections. The first section is the Summary of Conditions and Issues. During the first months of the planning process the group did several exercises, and administered a neighborhood survey that examined the current conditions of the neighborhood and assisted in identifying the major issues of importance. These findings are summarized in the first section.

The second section contains the Recommendations of the Neighborhood Association on how to improve the overall condition of the neighborhood. There are three main subject areas in this section: Safety and Security, Public Infrastructure, and Property Maintenance and Housing. Each of these sections contains an overall objective, followed by actions that will guide future efforts aimed at improving the neighborhood.

The third section of the plan outlines who is responsible for implementing the actions from the previous section. Included in this section are brief overviews of two implementation strategies, the City's Capital Improvement Budget process and the Community Development Block Grant program budget process. Each of these budgeting processes provides opportunities for the neighborhood to receive funding to implement eligible programs or projects.

Proposed Actions and Strategies

The actions outlined in this plan are intended to guide future efforts of the Washburn Neighborhood Association Members, City Departments, and the City Council, as they work to improve the quality of life in the neighborhood and in the City. The plan recommendations range from broad actions or changes in policies to specific actions aimed at addressing concerns that directly affect some areas of the neighborhood. Many of the recommendations will also benefit other neighborhoods throughout the City. The following is a summary of the actions for each of the three subject areas.

A. Safety and Security

The objective of this section is to reduce the levels of vandalism, break-ins, noise complaints, and other crimes through increased police presence and neighborhood involvement in constructive activities and crime prevention.

The goal of these actions is to reduce crime in the neighborhood by encouraging greater involvement by the residents of the neighborhood. One way to achieve this increased involvement is through the creation of neighborhood watch programs. The neighborhood watch program helps neighbors form a network of eyes and ears in the neighborhood, and will increase the amount of communication between neighbors and with the

Police Department. The actions within this section also focus on providing additional alternatives for youths and asks that neighbors become involved as volunteers with existing programs. Additionally, the association will work with Viterbo University to utilize their students as resources for assisting the youth of the neighborhood.

B. Public Infrastructure

The objective of the Public Infrastructure Actions is to upgrade the level and quality of City Services, encourage policy changes that will result in improvements to the physical characteristics of the neighborhood, and create a positive perception of the neighborhood.

This subject area is divided into four action sub areas: Refuse and Recycling, Parks, Greenspace and City Services, Land Use, and Neighborhood Image. The main goal these action sub areas have in common is the improvement of the physical and visual appearance of the neighborhood.

The Refuse and Recycling actions are aimed at decreasing the amount of litter and other garbage throughout the neighborhood. Specific actions include reviewing the requirements for garbage dumpsters; educating residents, especially rental residents, on the garbage and recycling pick-up process and schedule; reviewing and possibly expanding the recycling program; and refining the process for large-item pick up.

The Parks, Greenspace and City Service Actions were developed to guide the efforts of the City in maintaining facilities in the neighborhood. The parks section focuses on future efforts to obtain a centralized park in the neighborhood, to identify locations for possible greenspace or pocket parks, and to increase the greenery in the neighborhood through the boulevard tree-planting program, as well as planting projects done by residents and property owners. The section also calls for improvements in the frequency and quality of City services in the neighborhood, such as street sweeping, and sidewalk repair. The association also identified areas of traffic concerns, with a top priority on the 7th and Cass Street intersection.

The Land Use actions were developed to encourage an examination of the current land-use map and to request that changes be made in the future. These future changes include a more rigorous review process prior to growth by the institutions in the neighborhood, changes to the parking requirements for businesses and apartment complexes, and the development of a neighborhood parking plan.

The final actions in this section concern the image of the neighborhood. The Neighborhood Image actions call for a concerted effort to promote the neighborhood to attract more residents and neighborhood businesses, and to utilize Viterbo and UW-La Crosse students in developing a neighborhood marketing plan.

C.

Neighborhood Maintenance and Housing

The Objective of the Property Maintenance and Housing Actions is to improve the appearance and quality of neighborhood housing through increased enforcement of existing maintenance codes, emphasizing the historic qualities of neighborhood buildings and homes, increasing the level of ownership in the neighborhood, and changing or amending policies to reverse neighborhood deterioration.

This subject area is further divided into two sections: Property Maintenance and Housing, and Historic District Actions. The actions under the first heading call for increased enforcement of the existing property maintenance codes, and then increased compliance rates from all property owners. Additional actions call for an increased percentage of owner-occupied to properties in the neighborhood, and incentives for improving older structures and to attract moderate-income families to the neighborhood.

The Historic District Actions call for the development of a Historic Preservation Plan for the 10th and Cass Street Neighborhood Historic District, as well as a zoning overlay district to be used as an implementation tool for the preservation plan. The neighborhood association and the City will then work to encourage the spread of historic home improvements to adjacent blocks and the rest of the neighborhood.

Plan Implementation

The completion of the Washburn Neighborhood Plan is only the first step toward achieving the goals that are outlined in the Plan. The actions contained in the plan will be used as guiding statements and ideas for the future work of the Neighborhood Association, various City Departments, and the Common Council. Upon adoption of this plan by the Common Council, implementation of the plan actions becomes the final and most crucial step in improving the quality of life for the neighborhood. The main group responsible for implementation of the recommendations is the Neighborhood Association itself, as they will be the main champions of specific recommendations. All City Departments are encouraged to reference this document as they prepare their Capital Budgets and yearly plans, and the Common Council is also encouraged to reference this document as they consider budget requests, and any proposals that will directly impact the neighborhood.

Neighborhood Planning Background

Neighborhood Boundaries

The boundaries for the Washburn Neighborhood Association are the Mississippi River on the west, Jackson Street on the south, West Avenue on the east to Main Street, Main Street on the north to 7th Street, 7th Street on the west to Cass Street, and Cass Street to the river (See Figure 1).

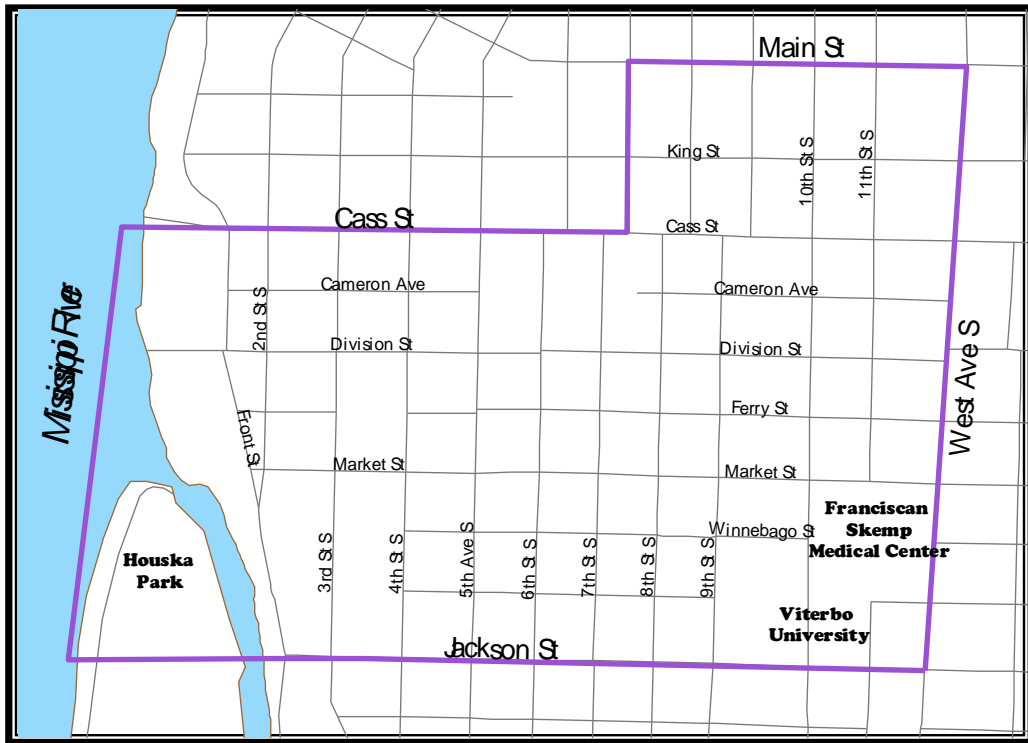


Figure 1. Washburn Neighborhood Boundaries

Neighborhood Plan Development

The Washburn Neighborhood Association met monthly from July through December of 2001 to identify the most important issues in the neighborhood. Several exercises were conducted and reports were prepared to assist in this process:

- A Keep/Change Exercise
- A Picture Exercise
- A Neighborhood Survey
- A Neighborhood Census Profile
- An Analysis of Police Statistics
- An Analysis of Inspection Statistics
- An Analysis of Neighborhood Maps

Following this data collection and the analysis of existing conditions and issues a summary report was developed to list the major issues. This report was then used as a basis for an initial draft of planning recommendations. The draft was distributed in December of 2001, and the group met twice a month from January through March 2002 to edit and fine-tune the recommendations.

Planning Process Outcome

The outcome of this planning process is a set of plan recommendations that will enhance the quality of life and the environment within the neighborhood. It is understood that the implementation of the plan recommendations will vary based upon existing resources, community support, and the priority of need relative to other community planning initiatives. However, the Washburn Neighborhood strongly encourages the City, school district, community-based organizations, and the business community to consider funding the neighborhood's recommendations in upcoming budget cycles, and to participate in neighborhood initiatives to improve the quality of life in the neighborhood.

Neighborhood Plan Implementation

There are two major steps for plan implementation:

1. *Adoption of the Washburn Neighborhood Plan by the La Crosse Common Council.*

Attached to this neighborhood plan is a Common Council resolution that designates City agencies and departments responsible for implementing the plan recommendations. Inclusions of neighborhood improvement projects in the capital or operating budget, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.

2. *Monitor plan recommendations by District Councilpersons, a designated Planning Council, and/or neighborhood associations.*

To ensure the carry-through of plan implementation, the City should designate a Planning Council comprised of neighborhood residents, businesses, and other affected interests. For the City's part, the Planning Department should coordinate with City departments the development and submittal of an annual status report to the Common Council on plan implementation.

Possible Funding Sources for Implementation of Recommendations

One of the roles of the Washburn Neighborhood group is to search for possible funding to carry out the plan's recommendations. Possible sources include: City of La Crosse Capital Improvement Budget, Community Development Block Grant funding, non-profit organizations, the private sector, grants, and neighborhood and business associations.

Neighborhood Role in Implementation of Recommendations

Although the implementation of recommendations is not guaranteed, there are five strategic steps that may help implement the neighborhood's plan recommendations.

1. *Neighborhood and business community involvement.* One of the most critical factors in determining the success of the neighborhood plan is the involvement of citizens, neighborhood associations, and the business community in the planning process.
2. *Public and quasi-public involvement.* Building good working relations with District Council Members, the La Crosse County Board, City and County staff, school board representatives (to name only a few) is imperative. Government officials and staff are essential to chaperone recommendations through the necessary channels.
3. *Prepare carefully for public presentations.* Spell out the recommendations, the alternatives, and the pros and cons of a given issue as clearly as possible. Assemble critical back-up material (for example, results from a neighborhood survey) to help support your recommendations.
4. *Strategically campaign for plan implementation.* Developing a strategy for plan implementation is crucial. Strategically approach governmental officials, City departments, and non-profit organizations for funding during their annual budget cycles.
5. *Actively participate in the City's Capital and Operating Budget process, as well as the CDBG Budget Process.* (See Appendix A for an overview of budget processes.)

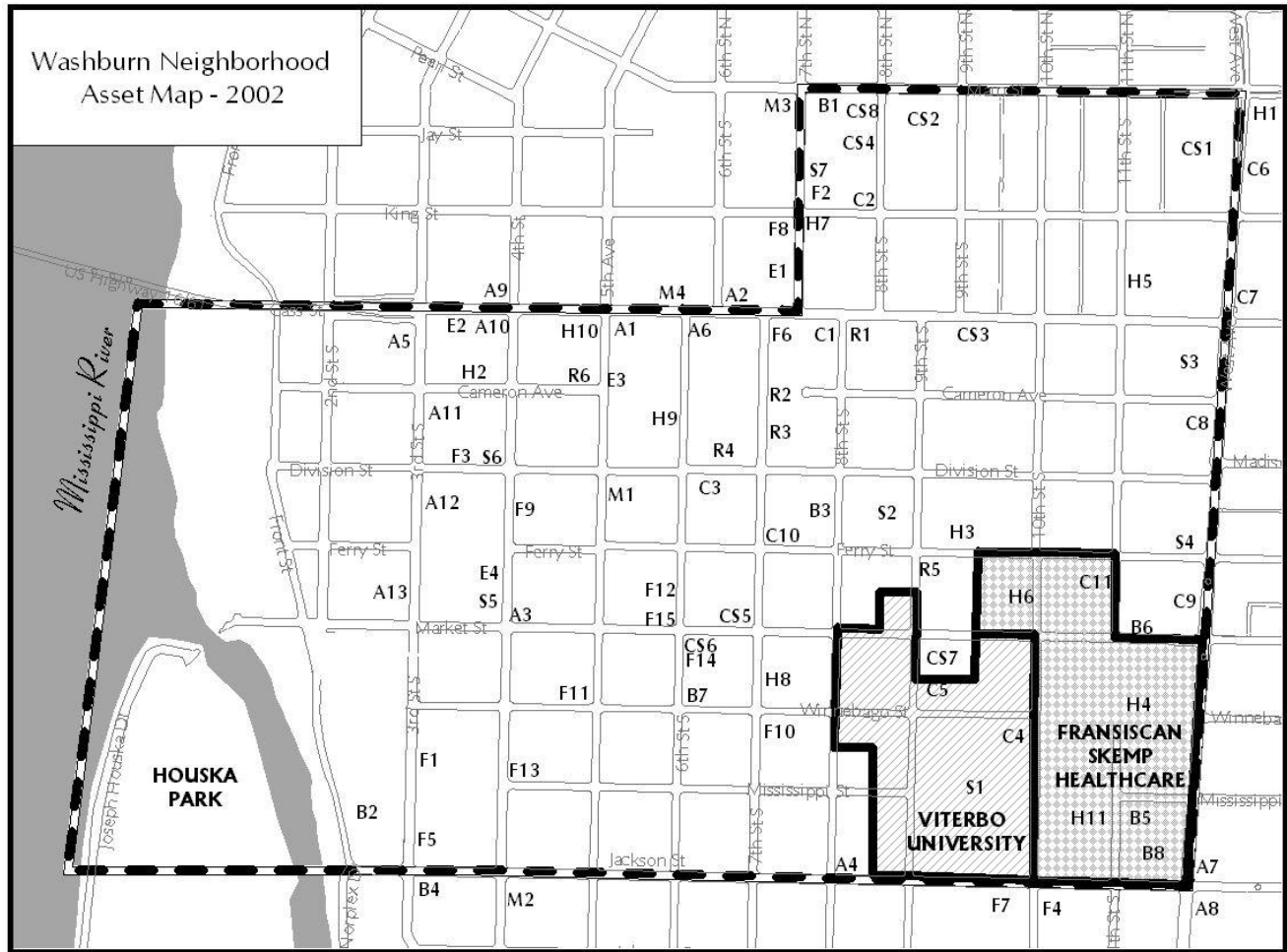
Neighborhood Plan Update

The general planning horizon for this document is for the next 10 to 15 years. The plan should be viewed as a dynamic document, annually revisited by neighborhood association members, whose progress at meeting goals and objectives is annually reviewed, and whose goals and objectives are modified and/or added to, so as to better reflect the changing needs and desires of the neighborhood.

Neighborhood Assets

The asset map shows the location of various neighborhood attractions, services, amenities and unique assets within walking distance for residents. A complete list of assets can be found with the map.

Figure 2



Map Index

Automobile Businesses

- A1 - KWIK TRIP GAS STATION
- A2 - CONOCO GAS STATION
- A3 - FREEDOM GAS STATION
- A4 - ARDENS AUTO SERVICE
- A5 - FIRESTONE
- A6 - GOODYEAR TIRE AND AUTO
- A7 - MUFFLER CLINIC
- A8 - BOB'S AUTO TECHNO
- A9 - EVERSOLE MOTORS
- A10 - HONDA MOTORWERKS
- A11 - UNITED AUTO SUPPLY

- A12 - DAHL FORD
- A13 - STEVE LOW'S TOYOTA

Other Businesses

- B1 - CHAMBER OF COMMERCE, DMI, LADCO
- B2 - CITY BREWERY
- B3 - SMITH'S CYCLING AND FITNESS
- B4 - DAVE'S GUITAR SHOP
- B5 - WALGREEN'S DRUG STORE
- B6 - MY FLORIST
- B7 - FRIENDSHIP TREE

Places of Worship

C1 - FIRST CHURCH OF CHRIST
 C2 - WESLEY UNITED METHODIST CHURCH
 C3 - OUR SAVIOR LUTHERAN CHURCH
 C4 - SAN DAMINO CHAPEL
 C5 - FRANCISCAN SISTERS CATHEDRAL
 C6 - FIRST CHURCH CHRISTIAN SCIENTISTS
 C7 - FIRST PRESBYTERIAN CHURCH
 C8 - ST. PAUL'S LUTHERAN CHURCH
 C9 - ST JOHN'S UNITED CHURCH OF CHRIST
 C10 - BIBLE BAPTIST CHURCH
 C11 - FRANCISCAN SPIRITUALITY CENTER

Community Service/Centers

CS1 - YMCA
 CS2 - LA CROSSE PUBLIC LIBRARY
 CS3 - COULEE YOUTH CENTER
 CS4 - UNITED TEMPLE ASSOCIATION
 CS5 - THOMAS ROONEY VFW POST 1530
 CS6 - AMERICAN LEGION
 CS7 - FSPA
 CS8 - HO-CHUNK NATION THREE RIVERS HOUSE

Hotels and Entertainment

E1 - KING CINEMA III
 E2 - CHATEAU LA CROSSE BED AND BREAKFAST
 E3 - CHATEAU LA CROSSE ANNEX
 E4 - GUEST HOUSE MOTEL

Restaurants and Taverns

F1 - CITY BREWERY HOSPITALITY CENTER
 F2 - COUNTRY KITCHEN
 F3 - HAPPY JOE'S PIZZA
 F4 - HOUGHTON'S
 F5 - KRAMER'S BAR AND GRILL
 F6 - LUNCH ENCOUNTER
 F7 - MR. STIX
 F8 - PIZZA DOCTORS
 F9 - PLA-MOR BOWLING CENTER
 F10 - RECOVERY ROOM
 F11 - YE OLDE STYLE INN
 F12 - POGY'S CATERING

F13 - SKI'S SPORTS BAR
 F14 - AMERICAN LEGION POST 52
 F15 - VFW

Healthcare Related Businesses

H1 - 1200 MAIN STREET DENTAL CENTER
 H2 - BARGE CHIROPRACTIC CENTER
 H3 - ST. CLARE HEALTH MISSION
 H4 - FRANCISCAN SKEMP HEALTHCARE
 LA CROSSE CAMPUS
 H5 - FRANCISCAN SKEMP BEHAVIORAL HEALTH
 SERVICES
 H6 - FRANCISCAN SKEMP MEDICAL CENTER
 H7 - FRANCISCAN SKEMP HEALTHCARE SERVICES
 TO BUSINESSES
 H8 - LA CROSSE HEARING AID CENTER
 H9 - 6TH ST. DENTAL OFFICES
 H10 - LORENZ CHIROPRACTIC
 H11 - CHILED A

Financial Institutions

M1 - FIREFIGHTERS CREDIT UNION
 M2 - RIVER CITY COMMUNITY CREDIT UNION
 M3 - ASSOCIATED BANK
 M4 - WELLS FARGO BANK

High Density Apartment Complexes

R1 - ELLIOT ARMS
 R2 - STOFFEL COURT
 R3 - BECKER PLAZA
 R4 - STOKKE TOWER
 R5 - VILLAGE APARTMENTS
 R6 - MICHAEL HEIGHTS

Schools

S1 - VITERBO UNIVERSITY
 S2 - LINCOLN MIDDLE SCHOOL
 S3 - AQUINAS SCHOOLS
 S4 - FIRST EVANGELICAL LUTHERAN SCHOOL
 S5 - SUZUKI PIANO SCHOOL OF LA CROSSE
 S6 - MARILYN'S SCHOOL OF DANCE
 S7 - SILLY GOOSE CHILD CARE PRESCHOOL

Washburn Neighborhood Vision Statement

The mission of the Washburn Neighborhood Association is to improve the overall quality of life in the neighborhood. Members of the neighborhood will work collaboratively with other interested parties, through planning efforts and projects aimed at improving the existing amenities of the neighborhood. The focal points of neighborhood improvement efforts are property maintenance, housing and families, municipal services, historic preservation, neighborhood businesses, parks and open spaces, safety and security, and improving relationships among those that own, rent, reside and work in the neighborhood.



Washburn Neighborhood Association

Summary of Conditions and Issues

This section summarizes the most pressing issues and challenges identified by the analysis of existing conditions through the background report, keep/change exercise, picture exercise, and general discussions at the Washburn Neighborhood Group meetings. The issues have been grouped into categories covering similar concerns. Each issue was phrased as a question to be studied, debated and resolved during the planning process. Each of these questions was used to guide the development of the objectives and actions, which can be found in the Neighborhood Plan Recommendation section (pg. 16).

Major Findings and Issues

REFUSE AND RECYCLING

Findings

- When compared to the other seven inspection districts that comprise the City, the neighborhood accounted for 25% of open storage complaints, the highest in the City.
- The Neighborhood also accounted for 13% of all garbage and debris complaints, third highest of the districts.

Issues

- What can be done to decrease the amount of items stored in yards, alleys and on porches?
- How can the neighbors or City get the owners of dumpsters to move them to less conspicuous places, and get larger dumpsters in the cases where they are overflowing?
- How can the City improve its refuse and recycling program, especially for businesses?
- What are the physical and economic benefits of converting to a city wide automated garbage collection system with uniform garbage cans?
- How can dumping by non-residents be reduced and penalized?
- How can tenants be better educated on the City's refuse and recycling policies?
- How can tenants and property owners be penalized for not complying with standard refuse and recycling dates and policies?
- What can be done about removing large items, such as furniture and appliances, from alleys and yards that have not been attended to in months?

PARKS AND RECREATION

Findings

- The Washburn Neighborhood has only one park within its boundaries, Houska, and it is literally on an island on the far southwest corner of the neighborhood.
- There are a large percentage of children in the neighborhood. In 1990, 16% of the population in the Washburn Neighborhood were below the age of 14. In addition, 12% between the ages of 15 and 24.
- There are many areas in the neighborhood that have few or no trees.

Issues

- How can the Washburn Neighbors initiate the creation of a centrally located park with equipment and space for children?
- How can the City or the Neighborhood Group initiate the creation of more green spaces in the area, such as community gardens and open areas of trees and vegetation?
- What steps need to be taken to acquire more boulevard trees throughout the neighborhood?
- Can a policy or requirement be created that would require developers to include trees in their development projects?

PUBLIC SERVICES

Findings

- There is a perception among many neighbors that this area of the City is not serviced as well as other areas.

Issues

- What can be done to improve on the timing and quality of street sweeping throughout the neighborhood?
- What can be done to decrease the amount of time taken to repair cracked sidewalks, curbs, and streets?
- How can the Neighborhood Group assist in getting all alleys in the neighborhood paved?
- Why can't alleys be plowed? How can this be accomplished?
- Can improvements be made to the quality of lighting in specific areas of the neighborhood?

HOUSING

Findings

- Roughly 47% of the residential structures in the neighborhood were built prior to 1925 and are more than 75 years old (1990 Census).
- According to the 1990 Census, 86.5% of the neighborhood housing units were renter occupied.
- The 1990 median household income in the neighborhood was almost 25% lower than the City median; and the median family income was almost 50% lower than the City median.
- The 10th and Cass Streets Neighborhood Historic District is located within the Washburn Neighborhood Boundaries.

Issues

- What types of incentives can be offered to improve the quality of the older structures in the neighborhood?
- What can the City and the neighborhood do to retain and attract higher income families in the neighborhood?
- What housing incentives can be offered to attract more and higher income families to the neighborhood?
- How can the neighborhood expand on the efforts of restoration in and around the Neighborhood Historic district?
- How can the integrity of these and other possible historic structures be preserved in the future?
- How can residents become more involved in the review of zoning and design plans for apartments and businesses?
- How can the neighborhood return to a more reasonable balance between single-family and multiple-family residences?
- How can single-family homes, currently used as rental properties, be reclaimed as owner-occupied single-family homes again?

PROPERTY MAINTENANCE

Findings

- From November 2000 to July 2001, the Washburn neighborhood accounted for approximately 23% of all housing maintenance complaints, which makes the district the second highest in the City.
- During the same time frame, the neighborhood had the highest percentage of open storage complaints at 25% of the City total.
- The neighborhood had the second highest percentage of complaints in the City for miscellaneous maintenance, which includes snow removal, noxious weeds, overgrown vegetation, and other complaints.
- The housing compliance rate, the percentage of complaints addressed by the property owner, was only 48% for the district compared to 65% for the City.
- The miscellaneous compliance rate was 64%, compared to 88% for the City.
- Alley maintenance and cleanliness is a major concern of the neighbors.

Issues

- What can be done to decrease the number of housing maintenance complaints?
- What can be done to address specific code violations?
- What is the best way to distribute information on typical code violations and methods, and encourage residents to address these concerns before they are issued a notice from the Inspections Department?
- What can residents do to ensure increased compliance rates for all code violations within the neighborhood?
- What can be done to pressure absentee property owners to better maintain their properties and improve the overall image of the neighborhood?
- How can alley maintenance be better enforced?

TRAFFIC AND PARKING

Findings

- The major traffic corridors in the Neighborhood are on the boundaries; Jackson Street, West Avenue, Cass Street and 3rd and 4th Streets.
- Many residents are concerned about the already visible traffic impacts from the 7th Street reconstruction at South Avenue near Gundersen Lutheran.

Issues

- Where are the main problem areas for traffic conflicts, unsafe pedestrian conditions, and problems with parking?
- How can the speed of traffic be slowed? How can the current speed limits be better enforced?
- How can the neighbors be involved in the process of designating bus routes?
- How can parking options be improved in the neighborhood while maintaining and even improving, or increasing, the amount of greenspace?
- Can speed bumps be installed in alleys that are often used as through streets? If so, how can the neighborhood group initiate this process?
- Can designated bike lanes be created to give both motorists and bicyclists a clearly defined area for bicyclists?

SAFETY AND SECURITY

Findings

- The vast majority of complaints and officer-initiated investigations in the neighborhood were for traffic stops, at 23% of all complaints for 2000 (La Crosse Emergency Dispatch Center Record of Complaints, 2000).
- In terms of crime, "Trouble with party" was the highest reported crime. This category covers general disturbances, from noise complaints to domestic violence.
- Suspicious activity, parking complaints, noise complaints, theft, and vandalism were all relatively highly reported crimes during 2000.

- An area breakdown of complaints in the neighborhood shows that the area from West Ave to 7th Street and Market to Cass had the greatest percentage of calls within the neighborhood at 46%.
- Recent events have raised concerns about gang activity in the neighborhood.

Issues

- What is needed to have a greater police presence in the neighborhood?
- How can instances of vandalism and break-in be decreased?
- What can be done to better address noise violations and better discourage the activities that tend to lead to excessive noise?
- What can be done to address possible gang activity in the neighborhood?
- What activities can be provided that will discourage youths from participating in gang activities, and to reduce their "free-time" and the occurrences of vandalism and theft?
- Is there a need for more neighborhood watch groups?

"OTHER" ISSUES

Findings

- There is considerable concern about the growth of the institutions in this and other neighborhoods, and their impact on the character of the neighborhood.
- Many are concerned about the demolition of homes for businesses in specific areas of the neighborhood.
- The neighborhood has often been painted in a poor light in the news due to significant criminal arrests and events that have occurred in the neighborhood.

Issues

- How can the City ensure and enforce institutional growth boundaries?
- How can the neighborhood attract a grocery store or other specific business to locate in the neighborhood or close by?
- How can the pace of expansion of apartments and businesses in place of residential areas be slowed?
- How can the Neighborhood Group change the negative perception that others may have of the neighborhood?

Neighborhood Plan Recommendations

The Conditions and Issues report was used as the basis for developing the Objectives and Actions that follow. The Neighborhood Association agreed upon three broad categories that organize the actions: Safety and Security, Public Infrastructure, and Property Maintenance and Housing. The objective statements for each category were developed with input from the group at the October 2001 meeting. The Actions are in order of priority as determined by the Washburn Neighborhood Association in the summer of 2002. These priorities may change as projects are completed or as favorable circumstances arise regarding specific Actions.

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SAFETY AND SECURITY

The objective of the Safety and Security Actions is to reduce the levels of vandalism, break-ins, noise complaints, and other crimes through increased Police presence and neighborhood involvement in constructive activities and crime prevention.

Actions

1. **Youth Activities.** Assist in the expansion of after-school activities for youth through program development, support, funding and staffing. Work with the students to determine their wants and needs concerning activities, and implement a program utilizing school facilities. Utilize the assets of Viterbo University and Franciscan Skemp Medical Center to develop and implement programs for youth.
 - a. The Association will work with various organizations that have programs for neighborhood children, minority populations, and other neighborhood groups, such as the Boys and Girls Club at Lincoln Middle School and the YMCA.



La Crosse Police Department – Study Buddies Program

- b. The Washburn Neighborhood Association will seek to involve student organizations within the neighborhood, from elementary age to college age, in the activities of the Association. The involvement could range from volunteering for neighborhood projects to active membership in the association.

Neighborhood Watch. Work with the Police Department to educate and promote the neighborhood watch program in the Washburn neighborhood. Initiate and expand the number of neighborhood watch groups in the neighborhood by recruiting block captains and participants. Work with apartment and rent-a- property owners to include tenants in the watch groups.

- 2. Greater Police Presence in the Neighborhood.** The Police Department will be called upon to increase the number of patrols in the neighborhood. Specifically, an increase in the number of foot and bicycle patrols will be sought. Along with other neighborhood groups, the Washburn Neighborhood Association will request and seek increased funding for these patrols.
 - a.** The Association will ask the Common Council to consider an ordinance requiring that house numbers be posted on alley facing garages or other buildings. This will greatly assist patrol officers in response to calls and general patrols through alleys.
 - b.** The Association will work with other neighborhood groups to update/develop a brochure containing contact information for available City and County services.
- 3. Drug and Alcohol Activity.** The Neighborhood Association will work with the Police Department and the Neighborhood Watch Program to educate residents on the proper methods for identifying and reporting suspicious activity that may be related to drugs and alcohol.
- 4. Vandalism and Break-ins.** The Neighborhood Association will work with the Police Department to discourage vandalism and break-ins through proactive crime prevention efforts. The Association will encourage increased offerings of the La Crosse Police Department Landlord Training Program, a crime prevention program, and encourage all neighborhood property owners to participate in this program. The association will also support increased funding requests for the program and encourage increased publication of the program through the neighborhood association.
- 5. Gang Activity.** The Association will assist in education, program support, and activities designed to foster family relationships, discipline, positive role models, and support mechanisms that are often lacking. The Neighborhood Association will work with the Police Department and the School systems (public, private, High School and University) to support existing gang prevention programs, such as DARE and GREAT.
- 6. Noise Violations.** The Association will partner with the Police Department to develop strategies aimed at decreasing the amount of noise in the neighborhood.

Public Infrastructure

The objectives of the Public Infrastructure Actions are to upgrade the level and quality of City Services, encourage policy changes that will result in improvements to the physical characteristics of the neighborhood, and create a positive perception of the neighborhood.

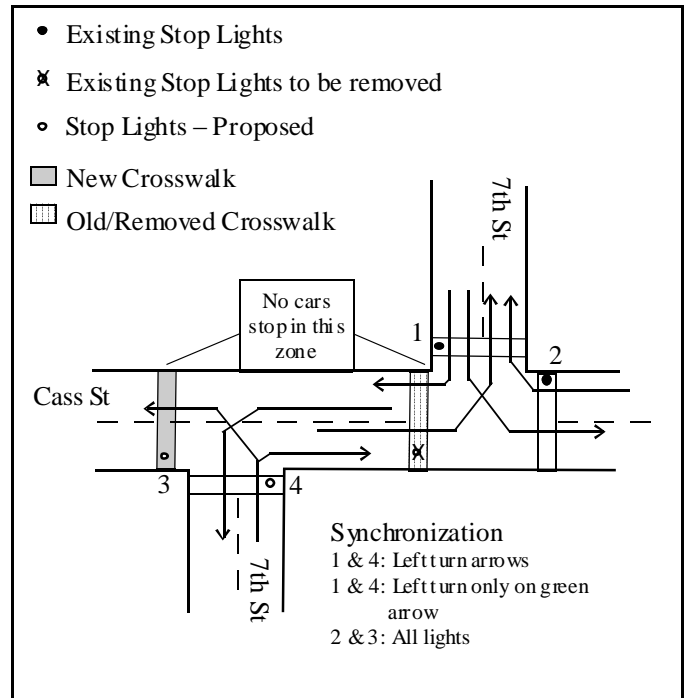
Parks, Greenspace and City Service Actions

1. Neighborhood Traffic Safety. The Neighborhood Association will develop an annual list of their major traffic concerns and forward this to the City traffic engineer. The City will then utilize this information as it examines traffic levels in the neighborhood and works towards increased safety. The three main areas of safety concerns are:

a. Traffic Conflicts. These are locations of conflict between automobiles.

- Market Street. Visibility of traffic on Market Street from all North-South Intersections.
- Cass Street, 3rd to 7th Streets. To reduce traffic and pedestrian conflicts, create a center turn lane with one lane of traffic in each direction.
- Cass Street and 7th Street Intersection. Due to offset of 7th Street, this intersection is very confusing to both motorists and pedestrians. The City will work with the neighbors to modify the traffic lighting system to make this intersection safer. (See Figure 3).

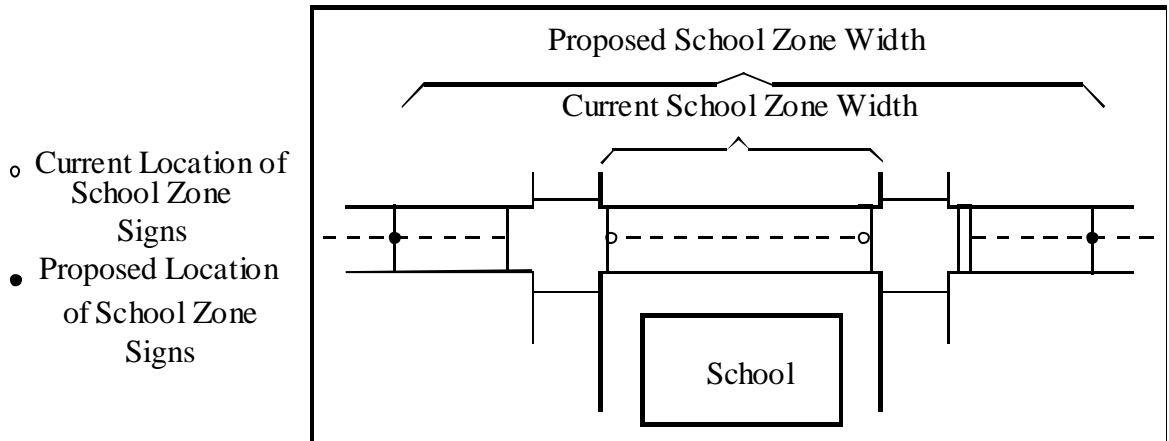
Figure 3



b. Pedestrian Safety. These are locations of conflict and safety concerns for pedestrians, including crosswalk safety, bicycle-automobile conflicts, and bicycle-pedestrian conflicts.

- 7th Street-Cass Street Intersection. Western portion of the offset intersection. Needs pedestrian walkway markings, and a signal.
- Cameron and 10th Street. A yield sign is needed near Aquinas High School, due to high level of pedestrian traffic.
- There are several poorly-lit areas near the Housing Authority high-rise apartments.
- Cass Street Bridge Snow Removal. The County is responsible for snow removal on the bridge and must become more accountable for not taking care of their responsibility (the City does this for the County).
- School Zones. The City should modify its school zone definition to expand it from directly in front of the school to 100 feet on either side of the school (See Figure 4). The speed limit for the entire zone should be 15mph. Along with this change, the school zone signs and speed zones should be moved to the edge of the zone, instead of in the crosswalk only.

Figure 4



c. Speed. Issues of speed will be addressed by utilizing traffic-calming techniques that aim at sustaining through movement in the neighborhood, while reducing the average speed of automobiles.

- The neighborhood association will survey the neighborhood to determine the appropriate location of speed bumps, and will petition the City to get them installed. Initial locations in need of speed control are various alleys throughout the neighborhood, including the YMCA alley.

2. City Services. The association will work with various City Departments and staff to examine the current operating procedures, regarding City Services, to determine how these services can be improved. When appropriate, the City will examine current ordinances and those of other cities to improve upon existing procedures and policies.

a. Street Sweeping. The City will improve the timing and quality of street sweeping in the neighborhood. The neighborhood will receive an equal portion of time for street-sweeping services when compared to other neighborhoods. The neighbors will develop a method of documenting the frequency of street sweeping in the neighborhood and work with the Street Department to identify areas of neglect.

Sidewalk and Street Repairs. The City will work with the Neighborhood Association to identify and prioritize areas in need of repair and work from this list as feasible.



Cracked pavement in need of repair.

b. Alley Paving. The City will work with the neighbors to identify priority alleys in need of paving, and to acquire the needed signatures from residents to pay for a portion of the alley costs.

c. Alley Plowing. The neighbors will work with the City to identify priority alleys in need of plowing and work with the Public Works Department to develop and support an alley plowing program based on elements of their February 2002 report to the Common Council.

d. Street and Alley Lighting. The Neighborhood Association will work with the City to develop a street-lighting plan for the neighborhood. The plan should include potential funding mechanisms for pedestrian scale lighting in alleys, methods for eliminating dark areas of street lighting, theme lighting in historic neighborhoods, and a refocusing of street lights to pedestrian needs.

3. Boulevard Trees. Seek funding for additional street trees throughout the neighborhood. The members will identify areas of need and recruit residents and property owners to take care of newly planted trees. The association will also work to encourage a requirement that all boulevard trees that are removed are replaced by the party responsible for removing the tree. The party replacing the tree should be required to consult with the City Forester to select the proper tree species for the location.

a. The association will work with the Planning Department and the City Forester to develop a five-year neighborhood tree-planting plan. A major part of this plan will be the development of tree-care volunteers utilizing students and those required to do community service in the neighborhood.



Candidate location for boulevard trees.

Green Spaces. The Association will work with the Parks Department to develop additional green spaces, boulevards, and pocket parks throughout the neighborhood. The association will also work with owners of vacant properties to encourage reuse as parks, sites for new homes, or at least areas of increased greenery.

After an initial examination of open space, the Neighborhood Association encourages the exploration of these possible sites:

- a. City Housing Authority Stokke Towers Parking Lot- 7th & Division Street. This area is currently a parking lot between two small open grass areas. It is hoped that, because the property is City-owned, the parking lot can be shifted to one side and a larger open area could be created that could be made into a small playground. There are currently six parcels owned by the City Housing Authority, and the final size of a park could be from one-half to three-fourths of an acre.



Possible pocket park location. Stokke Towers, 7th and Division Streets.

- b. Riverfront property south of Division Street and West of Front Street. This area is not centrally located in the neighborhood, but would serve as an excellent riverfront-park addition. Possibilities include a pavilion, greenspace, picnic areas, a trail system, playground equipment, and a boat ramp and beach. This would also serve as a major section of a riverfront path connecting Houska Park to Riverside Park. The Current parcel is owned by the First Supply group and is approximately six acres in size.

- c. Ferry Street between 9th and 10th Streets. There are currently four vacant lots on the north side of Ferry Street and seven on the entire block, six of which are owned by Assisi Inc., and one by Chileda. This area could provide a small children's playground area and opens space. The three contiguous vacant lots are approximately one-third of an acre. If Assisi Inc., which is part of Franciscan Skemp, and Chileda have long range plans for the properties, the neighborhood association will encourage at least temporary use of the property as a park.
 - d. Corner Lot of 11th and King Streets. This lot is owned by the YMCA and has been vacant for a number of years. The association should encourage the YMCA to utilize this as a park or develop an agreement with the City to supply playground equipment. A final alternative would be to sell this lot to the City for use as a pocket park, community garden, or for the Replacement Housing program.
 - e. Examine the feasibility of creating or reclaiming areas of greenspace at Lincoln Middle School. This would involve removing blacktop and replacing it with grass, trees and shrubs.
4. **Create a Centrally-Located Neighborhood Park.** The Neighborhood Association members will work with the Parks Department to locate a suitable site for a neighborhood park. The goals for a neighborhood park are a family park with a pavilion and playground equipment for children.
 5. **Bus Routes.** The neighborhood members will work with the MTU to review bus routes and develop programs to encourage the use of public transportation and increase MTU ridership. The Neighborhood Association will encourage MTU and Viterbo University to develop a U-Pass program for its students.
 6. **Bike Lanes.** The Neighborhood Association will work with the City and the LAPC Bicycle & Pedestrian Advisory Committee to implement those recommendations in the LAPC Transportation Plan that are beneficial to the neighborhood. The major focus will be on the designation of bike lanes and bike routes through the neighborhood that connect with the downtown and other neighborhoods. The association will also work with the City and the DOT to ensure that bicycle facilities are included in all new construction projects.

Neighborhood Image Actions

- 8. Perception of the Washburn Neighborhood.** A marketing plan will be developed for the Neighborhood. The plan will include reference materials, historical information, neighborhood asset information, and recruiting information for businesses and prospective homeowners and tenants. The plan will utilize as many media outlets as possible, from the newspaper to radio and TV.

Students from Viterbo, WWTC, and UW-La Crosse should be utilized in developing and implementing a marketing plan. These students often need class projects or experience as part of their coursework. An ongoing neighborhood plan could utilize their talents and provide the neighborhood with positive exposure.



Chateau La Crosse, 410 Cass St.

Land Use Actions

9. Parking. The Neighborhood Association and the City will encourage all new large developments to include non-surface parking (size requirements will be determined upon implementation of this action).

a. Institutions and Businesses. As a part of the master planning process outlined in the previous recommendation, Viterbo University, Franciscan Skemp Medical Center, neighborhood businesses, and the owners of new developments, will be asked to submit all parking plans to the neighbors, in addition to the City, for review and comment before any surface parking lots can be built.

b. Apartment Complexes. The City will examine the parking requirements for all zoning districts with the goal of discouraging future surface parking lots, or developing landscaping requirements for new surface parking lots. The City will discourage large surface parking lots and encourage developers to examine other parking options such as, garages and underground or under-structure parking.

c. On Street. The City will seek to achieve a satisfactory balance between on-street parking and off-street surface parking lots. Part of the efforts in this area should be the promotion of residential street parking permits, which are already available. As mentioned above, the City must work to develop surface parking lot landscape requirements for new and existing lots, that will improve the visual character of the neighborhood.

10. Neighborhood Parking Plan. The Neighborhood Association will work to develop a parking plan for the neighborhood. This project will be completed by reviewing the current parking situation throughout the neighborhood and developing a plan to alleviate parking congestion, and improve upon the visual character of the neighborhood.

11. Institutional Growth Boundaries. The Neighborhood Association will support City efforts to require all institutions to establish, and adhere to, institutional growth boundaries, recognizing those plans that have already been presented to the Council for review.

a. These boundaries and future growth policies or plans should be adopted by ordinance by the La Crosse Common Council to govern future decisions by City departments and the Common Council concerning the growth of these institutions. (As ordinances, the institutional growth boundaries and policies will then only be amendable by changing the ordinances. The City Plan Commission and Common Council processes involved in amending an ordinance will offer additional opportunities for public comment concerning change, in conjunction with a neighborhood-based institutional master-planning process).

- b. These master growth plans will also function to inform neighboring residents and property owners as to the long-range plans for institutional expansion, and should be accompanied by a formal public presentation on the long-range growth plan for the institution.
- c. The Neighborhood Association recommends, and will request, that all institutions in the neighborhood submit growth boundaries to the Common Council by 2003. These institutions include Franciscan Skemp Medical Center, Viterbo University, Cheleda, Aquinas Schools, the YMCA, and all churches and schools in the neighborhood.

12. Neighborhood Businesses. The Washburn Neighborhood Association will work with the City to identify appropriate locations and types of businesses for neighborhood-scale operation.

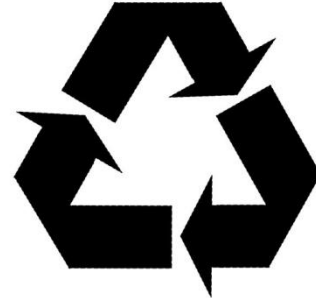
The City will improve upon its notification system for public meetings, such as the Plan Commission, Common Council subcommittees and various special study committees that are created. Possible methods for improvement could be through specific meeting notification to one member of each neighborhood association and the utilization of free community calendars at both television and radio stations.

The Association and the City will court possible businesses by marketing the neighborhood and the desire for neighborhood-scale businesses, such as a grocery store. One possible marketing effort is outlined below in Action 15.

Refuse and Recycling Actions

13. Refuse and Recycling Program. The Neighborhood Association Members will work with the Refuse and Recycling department, in conjunction with the County Solid Waste Department, to review the current methods of waste collection and recycling, and provide input on possible improvements to the process.

a. Recycling. The Neighborhood Association Members will ask for upgrades to the recycling program. As a part of this process, the neighborhood association will request a cost comparison between the incineration of plastics and recycling. If it is proven cost effective, and after weighing environmental concerns, the association will encourage the City and the County to include plastics as recyclable materials.



b. Education on Refuse and Recycling. The neighborhood association members will assist the Refuse and Recycling Department by distributing information concerning the what, when and where of refuse and recycling collection. The Association will also encourage better utilization of the media to educate and promote the public on refuse collection and recycling practices in the City. Possible avenues for education and promotion include:

- i. The Internet
- ii. Community calendar ads on TV and radio
- iii. Refrigerator magnets with pertinent information
- iv. A list of businesses that accept large items, metals, etc.
- v. A depository site of garbage and recycling information for apartment owners to distribute to tenants (on the Web)
- vi. Information available for the visually impaired

c. Penalties. The City will be encouraged to examine the penalties for those who do not adhere to the refuse and recycling ordinances. Where possible, the Common Council should adopt higher penalties for these ordinance violations.

Large Item Pick-up. The Association, possibly in partnership with other Neighborhood Associations, will request the development of a funding source for an annual or biannual clean-sweep day that would rotate to different neighborhoods in the City.

The Association will work to develop a Community Rummage Sale program, which is intended to alleviate the amount of material to be collected during the clean-sweep events, and provide a source of funds for the clean-sweep project.

14. Dumpsters. The Association will work with the City to review the requirements for the location of garbage dumpsters on a lot, the size requirement for dumpsters, and the frequency of collection. The Association will also work to develop a formal process for requesting larger dumpsters on neighboring properties and requesting that dumpsters be moved to less visible or intrusive locations.



Overflowing Dumpster. Washburn Neighborhood 2002.

- a. *Non-resident dumping.* In conjunction with the review of the City's requirements for dumpsters, the Association will work to formulate a plan for identifying and eliminating non-resident and unauthorized dumping. Working with the neighborhood watch groups (see specific recommendations in the Safety and Security Section above) and the Building and Inspections Department, the neighborhood will develop methods of monitoring nonresident and unauthorized dumpster use and methods to record and report those who violate this ordinance.

Automated Garbage Collection. The Neighborhood Association will continue to support the adoption and funding for an automated garbage collection system. The association will support a Council request for the funding of a detailed cost-benefit analysis of various collection system options that are available to the City.



Automated Collection. Appleton, WI.

C. Property Maintenance and Housing

The Objective of the Property Maintenance and Housing Actions is to improve the appearance and quality of neighborhood housing through increased enforcement of existing maintenance codes, emphasizing the historic qualities of neighborhood buildings and homes, increasing the level of ownership in the neighborhood, and changing or amending policies to reverse neighborhood deterioration.

Property Maintenance and Housing Actions

- 1. Incentives to Improve Older Structures.** The City will work with the neighbors to research all available options for tax credits and financial incentives related to the rehabilitation of quality older structures in the neighborhood. Some of the main incentives are for historically significant structures and these will be utilized; however, additional incentives must be examined for properties that are not historic, but worthy of rehabilitation efforts.



Recently Demolished Home. 1000 Block Ferry St.

Where possible, the Neighborhood Association members will promote and refer individuals to the City's Housing Rehabilitation Program to promote housing improvements in the neighborhood.

- 2. Enforcement of Property Maintenance Codes.** The Washburn Neighborhood Association will be encouraged to actively report maintenance code violations to the City Building and Inspections Department. These efforts, in conjunction with the department's new proactive approach to property maintenance, will increase the number of complaints and the correction of problem areas and properties.
 - a. Compliance Rates.** The Association will develop strategies to assist those who have problems bringing their property up to code standards. The association will also work with the Building and Inspections Department to develop and distribute reference materials that will outline the City's general property maintenance requirements and methods to achieve compliance.

b. Complaint Form. The Washburn Neighborhood Association supports the development, publicity, and use of a citywide neighborhood concerns form. This form, developed by the Powell-Hood Hamilton Neighborhood Association will provide a structured method for communicating concerns and maintenance issues to the City, and ensure better response to those concerns.

3. Non-Resident Property Owners. City staff will inventory all properties and develop a database of non-resident property owners. Non-resident property owners are defined as those who own property in the Neighborhood but live outside the neighborhood or City or state. The inventory will identify the percentage of non-resident property owners living outside the neighborhood, the City, the metro area, the county, the state, and the country. The City will then contact these property owners to inform them of the Building and Inspections Department's new proactive approach to code enforcement. The City will also consider stricter deadlines for compliance and harsher penalties for non-compliance for all properties. The aim would be to require all property owners to address property maintenance issues as quickly as possible, fine them for non-compliance, or make them be present to address maintenance problems. In this fashion it is hoped that absentee property owners develop methods for better monitoring their properties or sell them to local owners.

4. Single Family – Multiple Family Building Balance. The City will work with the Neighborhood Association and residents to increase the percentage of single-family or owner-occupied properties in the neighborhood. The main method for reducing the number of rental properties will be through the conversion of rental homes, duplexes and triplexes, back to owner-occupied properties.

While the overall goal is a reduction in the number of rental properties, encouraging larger, high-density rental properties can work to retain density. The main issues to consider for these properties will be their location, their design, and provisions for parking.

5. Return Rental Houses to Family Ownership. The City will examine all possible incentive and funding mechanisms for returning rental homes, duplexes and triplexes, to owner-occupied status. Possible incentives include low-interest mortgages, down-payment assistance, rehabilitation assistance through loans and neighborhood assistance crews, and local, state and federal grant and lending sources.

The City will develop a database of rental properties that are single-family homes, duplexes, or triplexes, and monitor when they are put up for sale. At the same time the City will work with area real estate companies to market these homes for purchase by homebuyers. An additional element of this inventory will be a voluntary listing of homes owned by elderly residents who wish to see their homes remain owner-occupied when they are sold.

- 6. Neighbor Review of Zoning and Building Plans.** The Neighborhood Association will encourage the adoption of design guidelines and a design review process for the Washburn Neighborhood. The Association will work with the City to develop general design guidelines for the neighborhood, develop a zoning overlay district to implement the design guidelines, and develop procedures to obtain notification of all neighborhood projects, rezoning, etc.
- 7. Neighborhood Education Opportunities.** The Neighborhood Association will actively participate in any and all pertinent neighborhood education programs. These programs may range from existing education programs for home ownership and maintenance, and Crime-free Multi-Housing program, to new programs addressing topics selected by the Neighborhood Association, and in conjunction with the other Neighborhood Associations in the City.
- 8. Alley Maintenance.** The Neighborhood Association will work with the City and other neighborhood associations to develop an alley maintenance process and workload-sharing partnership for alley maintenance and cleanup. The first step in this process is to continue to pave all alleys in the City. The second is addressing alley garbage and recycling issues. These range from overflowing dumpsters to an excess of garbage cans and loose garbage. Additional issues to address include maintenance of vegetation, condition of alley pavement (or gravel), and snow plowing.

Historic District Actions

9. Retain and Attract Mid to Higher Income Families. In conjunction with historic restoration and housing rehabilitation efforts, the City and the Neighborhood Association must work to retain and attract mid- to higher-income families. These families act as a stabilizing influence on the neighborhood. The City should examine incentives or tax breaks for this income group as it does for lower- to moderate-income families. One example is supplementing the purchase of blighted or run-down homes with the stipulation that the purchaser lives in the home for a certain number of years and rehabilitates the home.

10. 10th and Cass Street Neighborhood Historic District.

a. Historic Preservation Plan. The City Planning Department, the La Crosse Historic Preservation Commission (HPC), and the Washburn Neighborhood Association will develop a plan for the Neighborhood Historic District that outlines future preservation efforts, guidelines for building restoration, and guidelines for new building construction in the district.



237 10th Street South. 10th & Cass St. Neighborhood Historic District

- b. Zoning Overlay District.** In conjunction with the Neighborhood Historic Preservation Plan, the City, the Neighborhood Association, and the La Crosse HPC will develop a zoning overlay district to assist with the implementation of the preservation plan. The overlay district will be developed to address design, materials, and special uses to enhance or protect the historic district. In addition, special control of signage will be addressed.
- c. Extension of Historic Qualities Throughout the Washburn Neighborhood.** The Neighborhood Historic District will be used as a starting point for the physical revitalization of the neighborhood. In conjunction with more stringent property maintenance enforcement, the neighborhood will work to encourage continued quality restoration of properties not in the historic district. It is hoped this type of restoration will then spread throughout the neighborhood.



Washburn Neighborhood Association

Implementation Strategies

Neighborhood Improvement Funding

After your neighborhood group has identified neighborhood projects, the next steps are to develop a project plan and identify potential funding sources. Neighborhood improvements often require funding from a range of sources including public, private, and non-profit agencies. The key steps in exploring funding alternatives are to: 1) identify potential funding sources; 2) develop reasonable funding requests based on funding criteria established by funding agencies; and 3) approach funding agencies at strategic times during budget process or funding cycle timelines.

In addition to building funding partnerships with the City of La Crosse, neighborhood groups should continually explore funding partnerships with neighborhood residents and businesses, local non-profit organizations, and other public, private, and non-profit agencies that provide funding for civic improvement projects.

City of La Crosse Capital Improvement Budget

Budget Request Process

The City budget outlines the City of La Crosse's funding priorities. The annual City budget is comprised of two parts: the operating budget and the capital budget. The operating budget supports the daily operations of City government, including employee salaries and wages, supplies, and equipment. The capital budget supports major infrastructure improvements, such as street and sidewalk repairs, land and building acquisitions, and physical improvements to City property, such as park playground equipment.

The annual operating budget process starts in August, when City agencies begin preparing requested budgets. Agencies submit requested budgets to the Finance Department by September 1st. The Finance Department then combines requested agency budgets into an overall City budget. The Finance and Personnel Committee reviews/amends and recommends a proposed budget to the Common Council in October, and a finalized City budget is passed in November. A calendar of the budget process is available from the Finance Department's office beginning in August.

The capital budget follows a similar process. Requests are submitted to the Common Council in June. The Finance Department combines these requests and prepares a draft budget in July. The Plan Commission then holds a series of meetings/hearings in August, September, and October. A final budget is submitted to the Common Council for approval in either November or December.

Budget Requests

Residents and neighborhood groups can participate in the City budget process in three main ways. **First**, neighborhood groups can contact Council members to discuss the City budget process and effective advocacy strategies. **Second**, neighborhood groups can contact specific City Departments between January and June to discuss funding for particular neighborhood improvements. **Third**, neighborhood group representatives can attend public meetings/hearings held by the Common Council and City Board, Commissions, and Committees during the budget process.

How to Get Started:

- *Identify budget request(s).* Identify the neighborhood improvement(s) for which you wish to request funding. Prioritize your list of improvements in order to focus on priority issues.
- *Discuss budget requests with your district Council Member and appropriate City staff.* Contact your district Council Member to request his/her support for your budget request and to discuss advocacy strategies. Also contact appropriate City staff to discuss the likelihood of funding for your request and determine its consistency with existing policies and plans. Determine whether your budget request should be in the operating budget or the capital budget.
- *Develop a strategy to advocate for your budget request(s).* Advocating for budget requests entails contacting Council Members and City staff to describe why your budget request is important for your neighborhood. With the help of your Council Member, make a list of the appropriate City Departments, Boards, Commissions, and Committees to contact concerning your neighborhood improvement priorities. Also prepare a timeline which outlines when you plan to contact specific agencies and personnel.
- *Submit funding request to appropriate City agency between January and June.* The early stage of the budget process is where neighborhood groups can often have the most impact on the priorities identified in the City budget. Since each City agency faces budget constraints, the initial list of items proposed for budget consideration must be narrowed and prioritized before the Common Council approves the final City budget. The earlier you submit your neighborhood improvement requests, the more consideration they are likely to receive in this ongoing process of prioritization.

Attend appropriate Board/Commission/Committee meeting(s) and hearing(s). Between August and October, many City Boards, Commissions, and Committees hold public meetings to discuss budget priorities. At this time, the Plan Commission holds a series of hearings on the City capital budget. Ask your district Council member and City staff to describe effective ways for your neighborhood group to advocate for your neighborhood priorities at this stage of the budget process.

- *Attend Common Council budget hearings.* Between October and November, the Finance & Personnel Committee and the Common Council hold at least two public hearings on the City operating budget. At this stage of the budget process, neighborhood groups can advocate for neighborhood priorities by submitting written comments to the Common Council and/or speaking at the Common Council hearing(s). Contact the Finance Department office beginning in August to find out about hearing dates, and how to submit written comments and/or register to speak at a hearing or meeting.
- *Prepare for future budget process.* The City cannot provide funding for every neighborhood improvement proposed throughout the budget process. However, neighborhood groups should keep in mind that advocating for City funding for particular neighborhood improvements is an ongoing process that often requires more than one budget cycle.

A general budget schedule is outlined below.

	<u>Capital Budget</u>	<u>Operating Budget</u>
June	Requests submitted to Common Council (C.C.) Overall budget developed	
August	Public Hearing	Departments prepare budgets
September	Public Hearing	Overall budget developed Public Hearing
October	Public Hearing Final Budget submitted to C.C.	Public Hearing
November	Final Budget submitted to C.C.	Final Budget approved by C.C.
December	Final Budget approved by C.C.	

Contact:

Finance Department
City of La Crosse
6th Floor
400 La Crosse Street
La Crosse, WI 54601
Phone: 789-7567

City Clerk's Office
City of La Crosse
2nd Floor
400 La Crosse Street
La Crosse, WI 54601
Phone: 789-7510

Planning Department
City of La Crosse
1st Floor
400 La Crosse Street
La Crosse, WI 54601
Phone: 789-7512

Community Development Block Grant Funds - Five Year Consolidated Strategy and Plan

The Consolidated Strategy and Plan is a five-year plan that identifies Housing and Community Development Needs, establishes a five-year strategy for investing Federal resources, and identifies proposed annual usage of Community Development Block Grant (CDBG) and HOME Investments Partnerships Funds. The annual Action Plan also serves as the application for CDBG and HOME Investments Partnership Program funds. The basic goals of the Consolidated Strategy and Plan are to benefit Low- and Very Low- Income persons by:

1. Providing Decent Housing.
2. Providing a Suitable Living Environment.
3. Expanding Economic Opportunities.

CDBG

The primary objective of the Community Development Program is the development of viable urban communities, by providing decent housing and a suitable living environment and expanding economic opportunities, principally for persons of low and moderate income.

Each of the activities carried out with CDBG funds must meet one of the three broad National Objectives:

- A. Benefiting low- and moderate-income families;
- B. Preventing or eliminating slums or blight;
- C. Meeting other community development needs having a particular urgency, because existing conditions pose a serious threat to the health or welfare of the community where other financial resources are not available to meet such needs.

The Five-Year Consolidated Strategy and Plan for the City of La Crosse, Wisconsin is to be submitted to the Department of Housing and Urban Development annually in February. It provides an in-depth view of Housing and Community Development Needs and a Five-Year Strategy for addressing those needs. The Plan also contains a One-Year Action Plan, submitted annually, which will identify how federal funding will be used in the upcoming program year. The 2002 CDBG Program will be a part of the 2002 Action Plan. As it becomes available the 2000-2004 Consolidated Strategy and Plan will be available for review in the City Planning Department.

In recent years, the CDBG Program has funded a variety of neighborhood projects; such as park improvements, a neighborhood center, community gardens, Skates for Kids, and the Hamilton School Recreation Program.

HOME

The HOME Program is a federal housing block grant. The primary objectives of the HOME Investment Partnerships Act are to expand the supply of decent, safe, sanitary, and affordable housing with the primary focus on rental housing for very low- and low-income Americans; to strengthen the abilities of state and local units of government to design and implement strategies for achieving adequate supplies of decent, affordable housing; and to encourage public, private, and non-profit partnerships in addressing affordable housing needs.

Each of the activities carried out with HOME funds must provide affordable housing for persons whose incomes do not exceed various income limits as established by the HOME Regulations.

HOME funds can be used for three types of housing programs: homeownership (for homebuyers, down payment assistance, and single-family rehabilitation); rental housing; and tenant-based rental assistance.

Under the three categories, Participating Jurisdictions may use HOME funds to develop and support affordable rental and homeownership projects through: acquisition of property; new construction; reconstruction; conversion; moderate rehabilitation (less than \$25,000); substantial rehabilitation (more than \$25,000); tenant-based rental assistance; relocation of displaced persons; project soft costs; administration/planning; and operating expenses.

How to Get Started:

The following is the schedule for both the CDBG and HOME Programs:

- August** Application and funding guidelines available
Notice regarding September informational meeting and public hearings is published
- September** **PUBLIC HEARINGS (4)**
Organizations and citizens comment on:
a. Community Development Issues
b. Housing Needs
c. Overall CDBG Program Performance
d. Impediments to Fair Housing Choice
- October** **DEADLINE FOR SUBMISSION OF APPLICATIONS**
MEETING for presentations
- November** **MEETING for Project Selection**
- January** Common Council Monthly Cycle
- March** Plan Program Year Begins

Contact

Community Development Administrator
City of La Crosse Planning Department
400 La Crosse Street
La Crosse, WI 54601
Phone: 789-7393 Fax: 789-7318

Appendix A



Implementation Index

Many parties are given the responsibility to assist with implementing the actions contained in this plan. This section can be used as an index to determine who is most likely to be responsible for the implementation of an action and then to find the detailed recommendation using the reference number listed before the captions in the following tables. One overriding factor in implementation is the fact that some of the proposed actions would require Common Council approval and/or funding. City departments and neighborhood organizations should, therefore, seek Council approval where appropriate as they work to implement these items.

The index is organized by implementing organization listed across the top with the caption for each action listed on the left. A checkmark indicates that the implementing organization has at least a portion of the responsibility for implementing an action.

Washburn Neighborhood Plan Implementation Index

	Page Number	Building & Inspections	Common Council	Engineering	Traffic Engineer	Franciscan Skemp Healthcare	Historic Sites Commission	La Crosse County Solid Waste	La Crosse Area School District	Municipal Court	Neighborhood Groups	Parks & Recreation	Police	Planning	Public Works	Refuse & Recycling	Transit	Viterbo	Washburn Neighborhood Association	Waste Hauler
1. Youth Activities.	17					☒			☒		☒		☒					☒	☒	
2. Neighborhood Watch.	18										☒		☒							☒
3. Greater Police Presence in the Neighborhood.	18		☒										☒							☒
4. Drug and Alcohol Activity.	18					☒			☒	☒	☒		☒					☒	☒	
5. Vandalism and Break-ins.	18									☒	☒		☒							☒
6. Gang Activity.	18								☒		☒		☒							☒
7. Noise Violations.	18	☒								☒	☒		☒							☒
B. Public Infrastructure																				
Parks, Greenspace and City Service Actions	19																			
1. Neighborhood Traffic Safety.	19		☒	☒	☒										☒					☒
a. Traffic Conflicts.	19			☒	☒						☒		☒	☒						☒
b. Pedestrian Safety.	20			☒	☒						☒		☒							☒
c. Speed.	21			☒	☒						☒		☒							☒
2. City Services.	21	☒	☒	☒											☒					☒
a. Street Sweeping.	21														☒					☒

Washburn Neighborhood Plan Implementation Index

	Page Number	Building & Inspections	Common Council	Engineering	Traffic Engineer	Franciscan Skemp Healthcare	Historic Sites Commission	La Crosse County Solid Waste	La Crosse Area School District	Municipal Court	Neighborhood Groups	Parks & Recreation	Police	Planning	Public Works	Refuse & Recycling	Transit	Viterbo	Washburn Neighborhood Association	Waste Hauler
b. Sidewalk and Street Repairs.	22			☑											☑				☑	
c. Alley Paving.	22		☑	☑											☑				☑	
d. Alley Plowing.	22		☑												☑				☑	
e. Street and Alley Lighting.	22		☑	☑			☑								☑			☑	☑	
3. Boulevard Trees.	22		☑									☑		☑	☑				☑	
4. Green Spaces.	23		☑						☑			☑		☑	☑				☑	
5. Create a Centrally Located Neighborhood Park.	24		☑						☑			☑		☑	☑				☑	
6. Bus Routes.	24																☑			
7. Bike Lanes.	24		☑	☑										☑	☑				☑	
Neighborhood Image Actions	25																			
8. Perception of the Washburn Neighborhood.	25					☑	☑		☑					☑					☑	☑
Land Use Actions	26																			
9. Parking.	26		☑	☑	☑	☑			☑		☑		☑	☑	☑		☑	☑	☑	
a. Institutions and Businesses.	26		☑	☑	☑	☑												☑		
b. Apartment Complexes.	26		☑	☑	☑														☑	
c. On Street.	26			☑	☑															
10. Neighborhood Parking Plan.	26		☑	☑	☑		☑												☑	

Washburn Neighborhood Plan Implementation Index

	Page Number	Building & Inspections	Common Council	Engineering	Traffic Engineer	Franciscan Skemp Healthcare	Historic Sites Commission	La Crosse County Solid Waste	La Crosse Area School District	Municipal Court	Neighborhood Groups	Parks & Recreation	Police	Planning	Public Works	Refuse & Recycling	Transit	Viterbo	Washburn Neighborhood Association	Waste Hauler
11. Institutional Growth Boundaries.	26		☑			☑	☑		☑		☑			☑				☑	☑	
12. Neighborhood Businesses.	27			☑	☑															☑
Refuse and Recycling Actions	28																			
13. Refuse and Recycling Program.	28		☑					☑			☑					☑			☑	☑
a. Recycling.	28		☑					☑			☑				☑	☑		☑	☑	☑
b. Education on Refuse and Recycling.	28	☑						☑	☑		☑			☑		☑		☑	☑	
c. Penalties.	28		☑					☑								☑			☑	☑
d. Large Item Pick-up.	29	☑						☑							☑	☑			☑	☑
14. Dumpsters.	29	☑	☑								☑			☑		☑			☑	☑
a. Non-resident dumping.	29	☑	☑					☑			☑		☑			☑			☑	☑
15. Automated Garbage Collection.	30		☑								☑			☑	☑	☑			☑	☑
C. Property Maintenance and Housing Actions																				
1. Incentives to Improve Older Structures.	31		☑				☑							☑					☑	
2. Enforcement of Property Maintenance Codes.	31	☑	☑							☑	☑								☑	
a. Compliance Rates.	31	☑																		

Washburn Neighborhood Plan Implementation Index

	Page Number	Building & Inspections	Common Council	Engineering	Traffic Engineer	Franciscan Skemp Healthcare	Historic Sites Commission	La Crosse County Solid Waste	La Crosse Area School District	Municipal Court	Neighborhood Groups	Parks & Recreation	Police	Planning	Public Works	Refuse & Recycling	Transit	Viterbo	Washburn Neighborhood Association	Waste Hauler	
b. Complaint Form.	32	↙		↙	↙						↙	↙	↙	↙	↙				↙		
3. Non-Resident Property Owners.	32	↙												↙						↙	
4. Single Family – Multiple Family Building Balance.	32	↙	↙											↙						↙	
5. Return Rental Houses to Family Ownership.	32		↙			↙		↙			↙			↙						↙	
6. Neighbor Review of Zoning and Building Plans.	33	↙												↙						↙	
7. Neighborhood Education Opportunities.	33	↙	↙					↙			↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	
8. Alley Maintenance.	33		↙												↙					↙	
Historic District Actions	34																				
9. Retain and Attract Mid to Higher Income Families.	34		↙				↙							↙						↙	
10. 10th and Cass Street Neighborhood Historic District.	34						↙							↙						↙	
a. Historic Preservation Plan.	34						↙							↙						↙	
b. Zoning Overlay District.	35						↙							↙						↙	
c. Extension of Historic Qualities throughout the Washburn Neighborhood.	35		↙				↙							↙						↙	

Appendix B

✧ Neighborhood Map Summary

The following pages summarize various maps of the Washburn Neighborhood and provide a picture of the existing conditions in the neighborhood. The descriptions below are for the corresponding maps, which begin on Page 52.

Neighborhood Zoning (Page 52)

- On the western edge of the Washburn neighborhood, along the Mississippi River, the main zoning district is for heavy industry. This area is comprised of the City Brewery, La Crosse Plumbing / First Supply La Crosse and automobile dealerships.
- Along Cass Street, and approximately two blocks to the south, from 3rd to 8th Streets is predominantly zoned commercial.
- South of this area to Jackson is mostly zoned for multiple residential dwellings with a corridor of commercial use along 4th Street.
- The area between 7th Street and West Ave, from Main to Cass is comprised of a mix of residential zoning to commercial uses along 7th Street and public zoning for the public library. This area also contains the 10th and Cass Streets Historic Residential District and the zoning for this area is all R-2 or Residence, which permits 1 and 2 family dwellings.
- South of Cass Street and east of 7th Street to West Avenue is comprised mainly of multiple residential zoning and public and semi-public zoning. The public and semi-public zoning is comprised mainly of the Aquinas High School block on the corner of Cass Street and West Avenue, Franciscan Skemp Medical Center, and Viterbo University to the south.
- A special note on the zoning for this neighborhood is that there are no areas zoned single family.

Historic Districts (Page 53)

The 10th and Cass Street National Register Historic Places District is located within the Washburn Neighborhood boundaries. The Historic District is comprised of 31 "Contributing" properties and 10 "Noncontributing" properties, all of which are single-dwelling residential structures. The range of historic architectural styles in the district includes Italianate, Queen Anne, Stick, Prairie School, American Foursquare and Colonial Revival. The earliest houses were built in the late 1850s; however, the largest number were built in the 1880s and early 1890s.

Historically, this district developed into a prestigious residential neighborhood during the 19th century. Many of the community's early civic, business, and industrial leaders lived in the neighborhood. The neighborhood developed east of La Crosse's downtown commercial and industrial district, and over the years, became increasingly dense as more homes filled in the vacant lots and occupied subdivided lots in the district.

Occupancy Status (Page 54)

The occupancy status map illustrates whether a property is owner occupied or renter occupied. The occupancy status for this map was determined by examining the property address and the billing address for properties on the 1999 City tax roll. If the addresses were the same, they were given the designation of owner-occupied, if they were different they were designated renter-occupied. Several properties only had post office box numbers for the billing address and therefore determination of occupancy status was not possible. This method only provides a rough estimate of the tenancy of the neighborhood as an update for the information in the 1990 Census, and is not guaranteed to be 100% accurate.

In general, the occupancy status pattern in the neighborhood seems to be a mix between owner-occupied and a large proportion of renter-occupied structures. There does not appear to be one area containing a greater proportion of owner-occupied or renter-occupied properties than any other. Of the identified properties on the map, approximately 45% are owner occupied and 55% are renter occupied.

Age of Structure (Page 55)

The vast majority of structures built in the Washburn Neighborhood were built prior to 1925 with the greatest percentage, 58.7%, having been built between 1901 and 1925. The table below shows the percentage of homes built during the age categories on the map. It should be noted that there were no construction dates available for 341 parcels. These parcels were not included in the calculation of the percentages in the table.

Age of Structure	Number	Percent
1850 – 1875	22	3.9
1876 – 1900	72	12.6
1901 – 1925	336	58.8
1926 – 1950	50	8.7
1951 – 1975	54	9.4
1976 – 2000	38	6.6
Unknown	341	
Total (NOT including unknown construction year)	572	100.0
Total (including unknown construction year)	913	

Assessed Value (Page 56)

The 1999 assessed values of all properties in the neighborhood indicate that the majority, greater than 80%, had an assessed value under \$105,000. Of these the greatest percentage of assessed values were between \$35,000 and \$69,999. A further examination of assessed value by three assessor's codes, residential, commercial, and manufacturing, is shown in the following tables. The tables show the percentage breakdown by assessed value ranges.

Residential Property

1999 Assessed Values	Number	Percent
0 – 34,999	65	13.2
35,000 - 69,999	306	62.2
70,000 – 104,999	91	18.5
105,000 – 149,999	20	4.1
150,000 – 249,999	8	1.6
250,000 – 1,500,000	2	0.4
> 1,500,000	0	0.0
Total	492	100.0

Seventy-five percent of residential assessed values for the neighborhood are below \$69,000. The assessed value range with the highest percentage is the \$35,000 to \$69,999 category and there are only 6% of residential properties in the neighborhood with values greater than \$105,000.

Commercial Property

1999 Assessed Values	Number	Percent
0 – 34,999	38	14.8
35,000 - 69,999	54	21.1
70,000 – 104,999	60	23.4
105,000 – 149,999	31	12.1
150,000 – 249,999	49	19.2
250,000 – 1,500,000	22	8.6
> 1,500,000	2	0.8
Total	256	100.0

The neighborhood is comprised of a variety of businesses with a wide range of assessed values for those businesses. This is in most part due to the varying size of businesses and the associated assets of each of those businesses.

Manufacturing Property

1999 Assessed Values	Number	Percent
0 – 34,999	7	28.0
35,000 - 69,999	5	20.0
70,000 – 104,999	2	8.0
105,000 – 149,999	3	12.0
150,000 – 249,999	5	20.0
250,000 – 1,500,000	2	8.0
> 1,500,000	1	4.0
Total	25	100.0

The neighborhood had 25 parcels coded for manufacturing in 1999. Of those, the assessed values range from under \$35,000 to over \$1,500,000. As with the commercial properties, this is predicated by the type and size of the business and the assets of the business.

Number of Units (Page 57)

The numbers of units for properties in the Washburn Neighborhood were found in the 1999 City of La Crosse tax roll. When a property is assessed, the number of units is recorded; however, some of the tax roll files may not contain a value for the unit designation for various reasons. Thus, the maps may not be 100% accurate. The table below shows the number of properties, a unit breakdown and the associate percentage of all residential properties. The table and the map show that the greatest percentage of structures have one or two units, with one unit accounting for 47% of the structures and 2 units 27% of residential properties.

Units	Count	Percent
1	296	47.2
2	168	26.8
3-8	153	24.4
9-15	5	0.8
16-50	4	0.6
51-100	0	0
>100	1	0.2
Total	627	100.00
















1990 Census Tracts (Page 58)

The Census map shows that the Washburn Neighborhood is made up of 1990 Census Tracts 4 and 9. In Census Tract 4, Block Groups 3-8 are within the Washburn boundaries. In Census Tract 9, Block Groups 1-4 are within those boundaries. The 1990 Census tables and graphs represent data gathered for these block groups during the 1990 Decennial Census.



Washburn Neighborhood

Zoning Districts

-  R1 - SINGLE FAMILY
-  R2 - RESIDENCE
-  R3 - SPECIAL RESIDENCE
-  R4 - LOW DENSITY MULTIPLE
-  R5 - MULTIPLE DWELLING
-  R6 - SPECIAL MULTIPLE
-  PD - PLANNED DEVELOPMENT
-  C1 - LOCAL BUSINESS
-  C2 - COMMERCIAL
-  C3 - COMMUNITY BUSINESS
-  PUBLIC AND SEMI-PUBLIC
-  PARKING LOT
-  PUBLIC UTILITY
-  CONSERVANCY
-  FLOODWAY
-  LIGHT INDUSTRIAL
-  HEAVY INDUSTRIAL
-  AGRICULTURAL
-  EXCLUSIVE AGRICULTURAL
-  RIGHT-OF-WAY

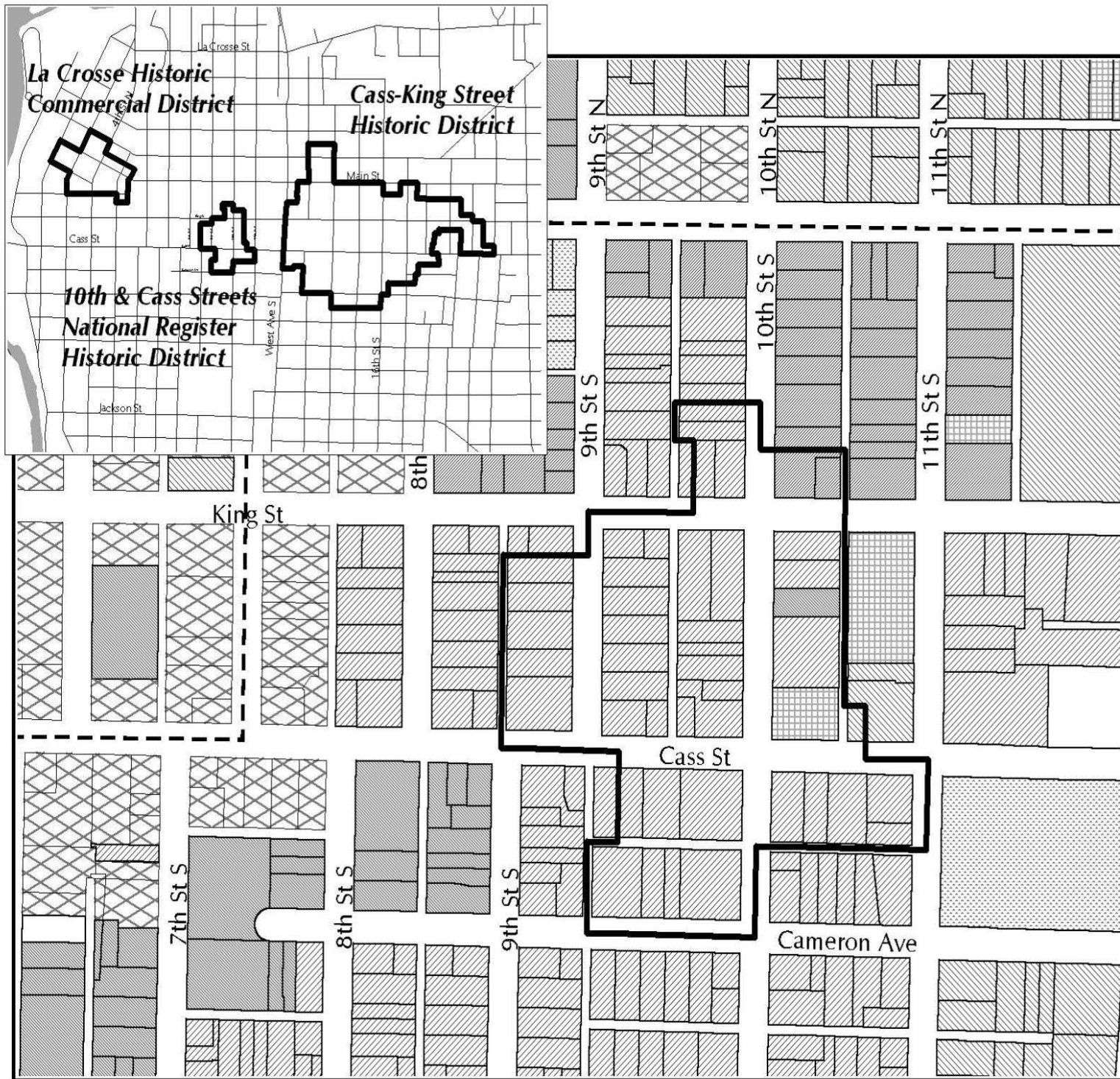
City of La Crosse
Planning Department



Last Updated: 4-2002
Print Date: 5-03-02
By: Matt Anderson



Source: La Crosse County Zoning and Land Information Department 2002; City Zoning Map 2002.



Washburn Neighborhood

10th & Cass Streets
National Register
Historic District



Washburn Neighborhood
Boundaries



Historic District
Boundaries

Please see Zoning Map
for Zoning District Legend

City of La Crosse
Planning Department









Last Updated: 4-02-02
Print Date: 4-22-02
By: Matt Anderson



Source: La Crosse County Zoning
and Land Information Department
2002. National Register of Historic
Places.

Washburn Neighborhood

Occupancy Status

-  Washburn Boundary
-  Historic Districts
- Occupancy Status**
-  Owner Occupied
-  Renter Occupied
-  Post Office Box
-  Not available or Non residential

City of La Crosse
Planning Department



Last Updated: 4-2002

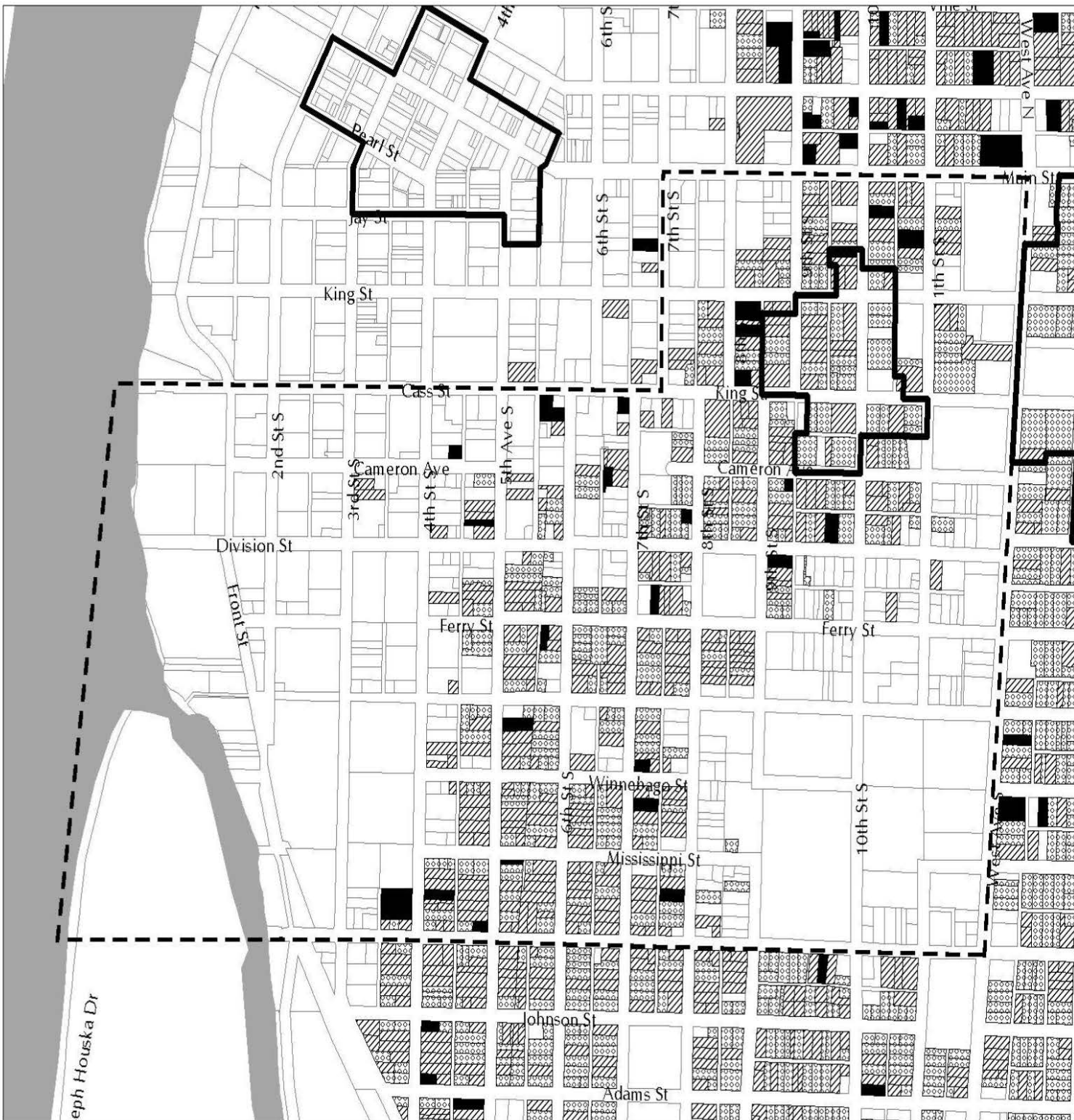
Print Date: 5-03-02

By: Matt Anderson

300 0 300 600 Feet




Source: Occupancy Status was determined by examining the property address and the billing address for properties on the January 2001 City Tax Roll. If the addresses were the same they were given the designation of "Owner Occupied," if they were different they were designated "Renter Occupied."











Washburn Neighborhood

Age of Structure

 Washburn Boundary

Age of Structure

-  1850 - 1875
-  1876 - 1900
-  1901 - 1925
-  1926 - 1950
-  1951 - 1975
-  1976 - 2000
-  2001 or Newer
-  Unknown

City of La Crosse
Planning Department



Last Updated: 8-2001

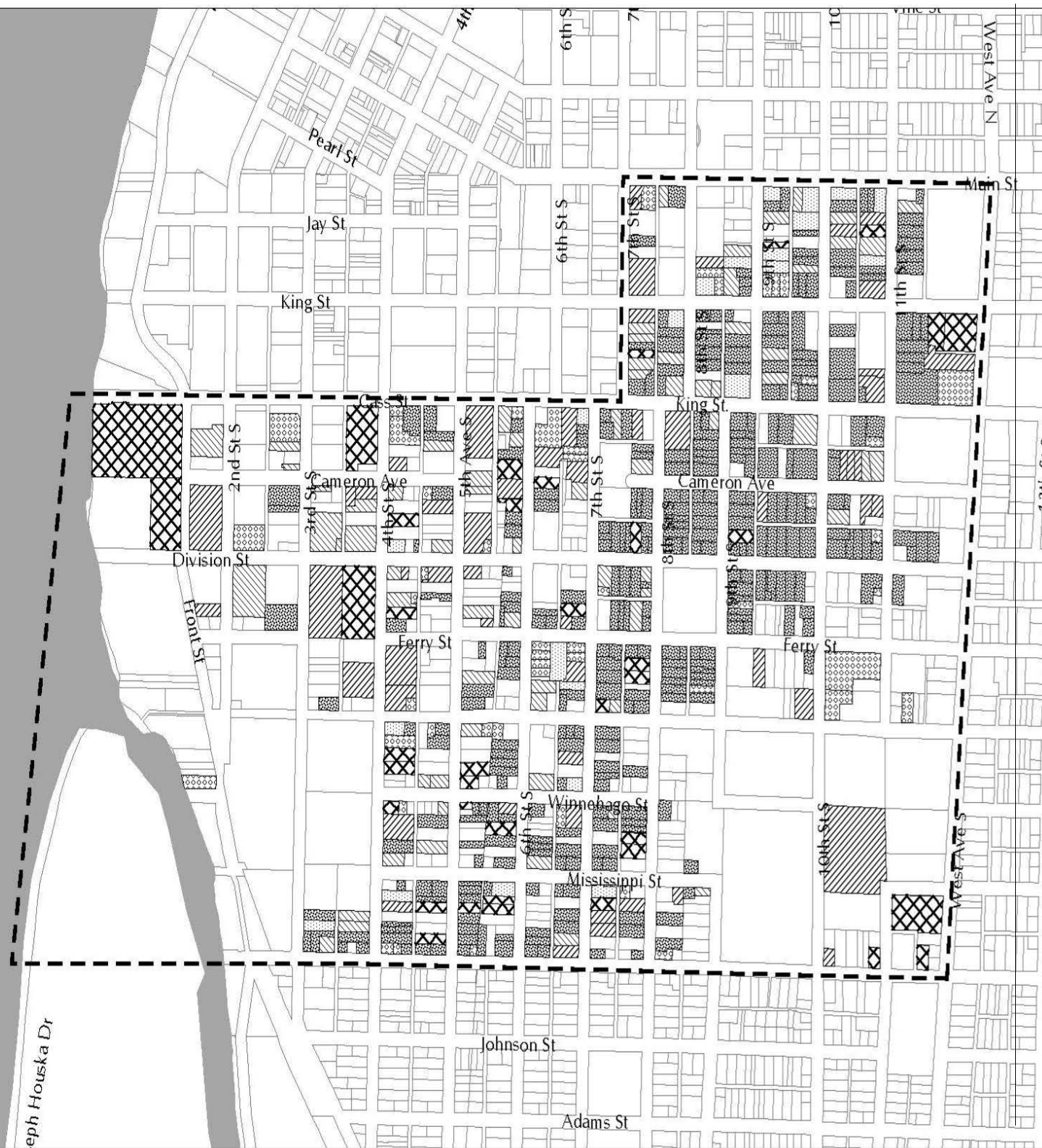
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By: Matt Anderson

300 0 300 600 Feet

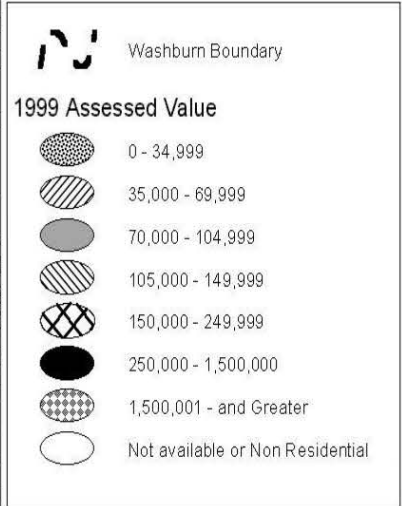


Source: City of La Crosse
Tax Roll. La Crosse County
Zoning and Land Information
GIS Database, 2000.



Washburn Neighborhood

1999 Assessed Value



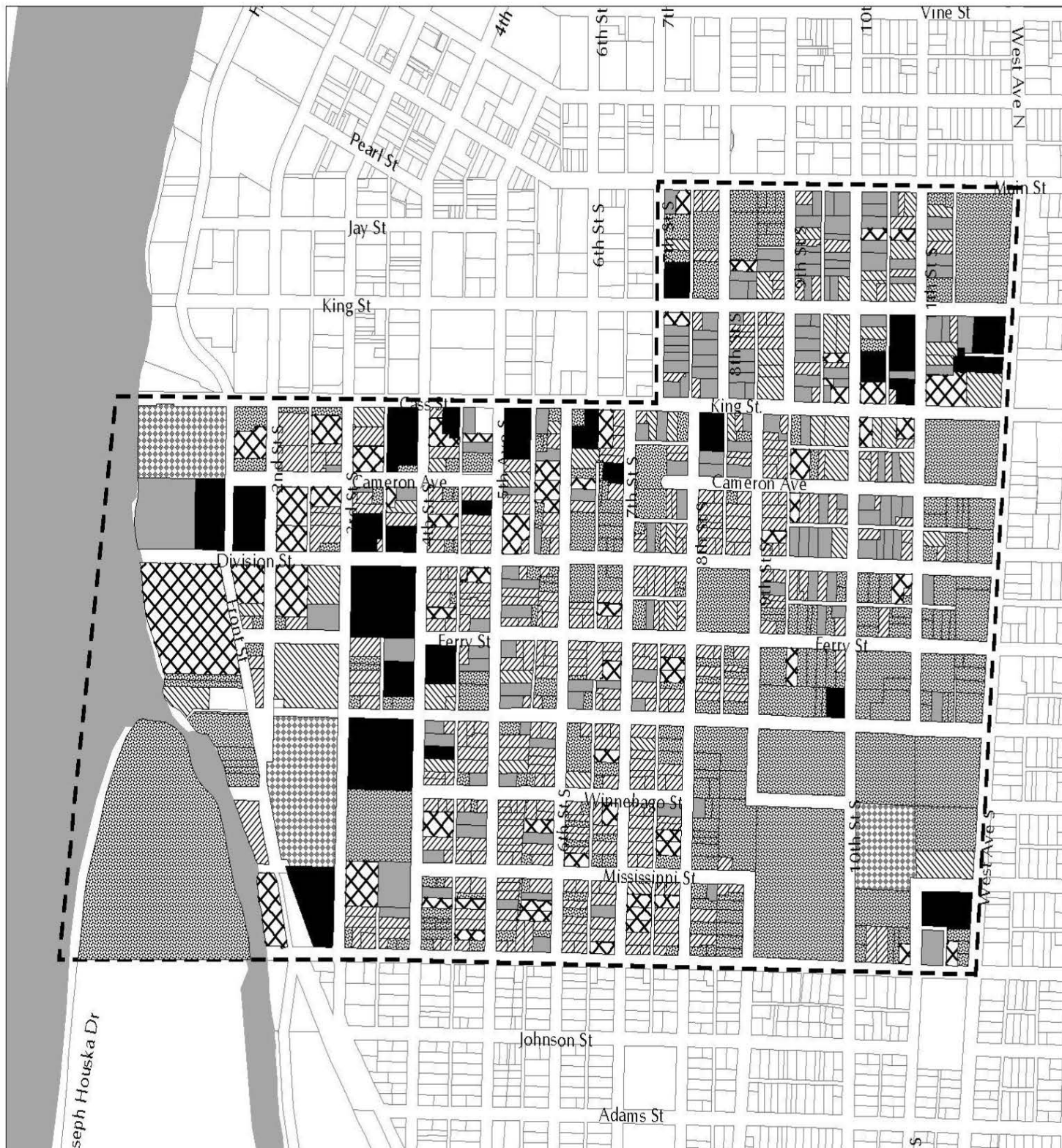
City of La Crosse
Planning Department

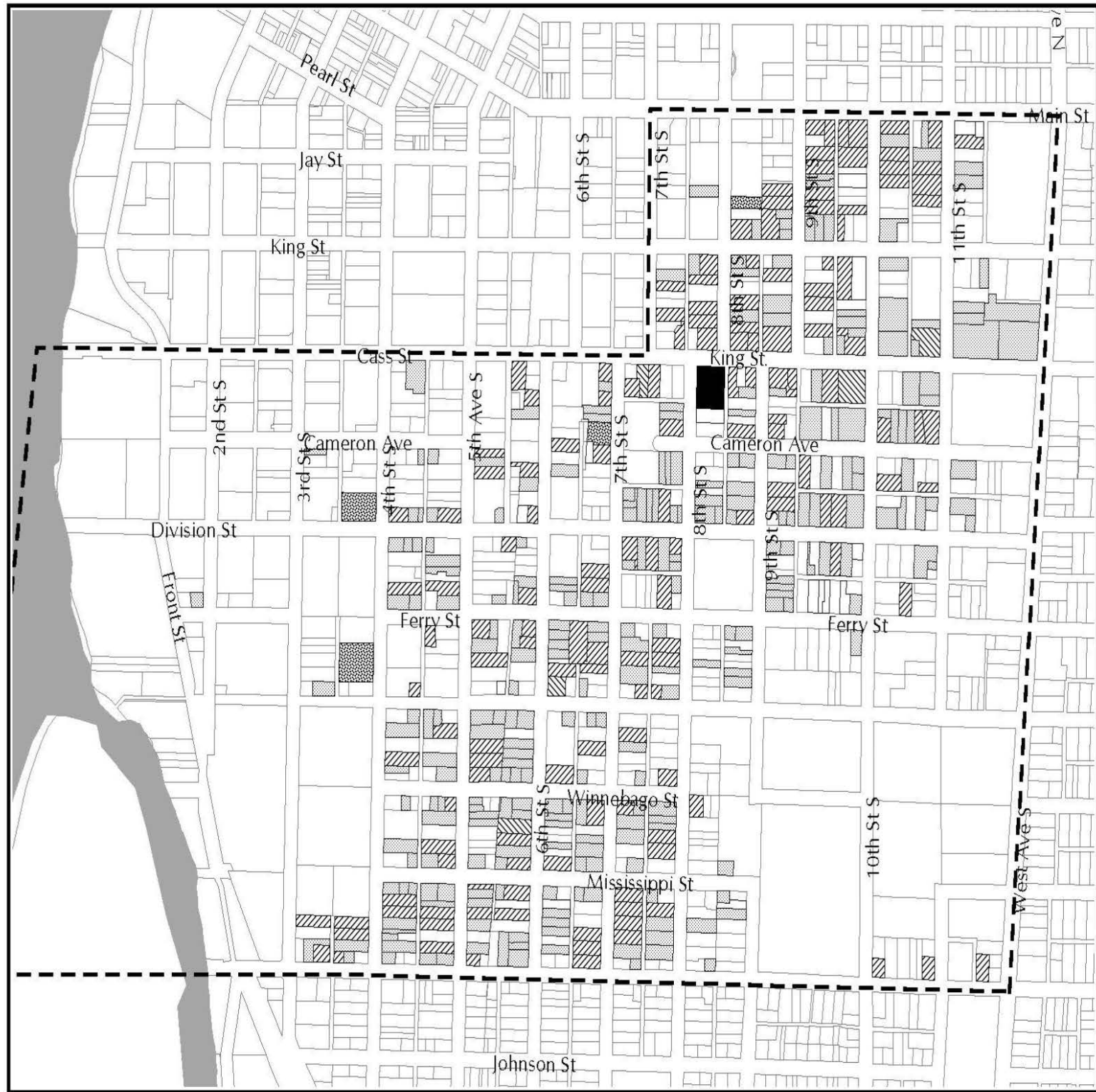
North

Last Updated: 4-02-02
Print Date: 5-03-02
By: Matt Anderson

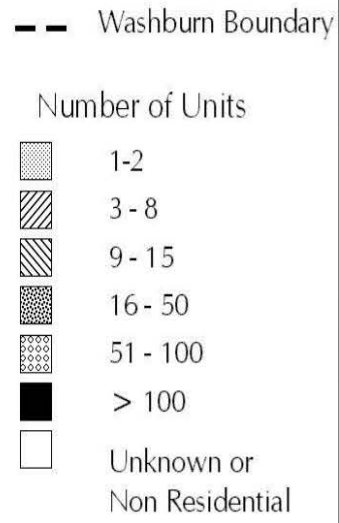
300 0 300 600 Feet

Source: 1999 City Assessors Office.
La Crosse County Zoning and Land
Information Department 2002.





Washburn Neighborhood Number of Units



City of La Crosse
Planning Department

Last Updated: 4-02-02
Print Date: 4-22-02
By: Matt Anderson

200 0 200 Feet

Source: La Crosse County Zoning and Land Information Department 2002. Tax Assessment Roll 1999.

Washburn Neighborhood

1990 Census
Tracts and
Blocks


Washburn Neighborhood
Boundaries

1990 Census
Block Boundary

City of La Crosse
Planning Department

Last Updated: 4-02-02
Print Date: 4-22-02
By: Matt Anderson

300 0 300 600 Feet



Source: La Crosse County Zoning
and Land Information Department
2002. 1990 US Census.



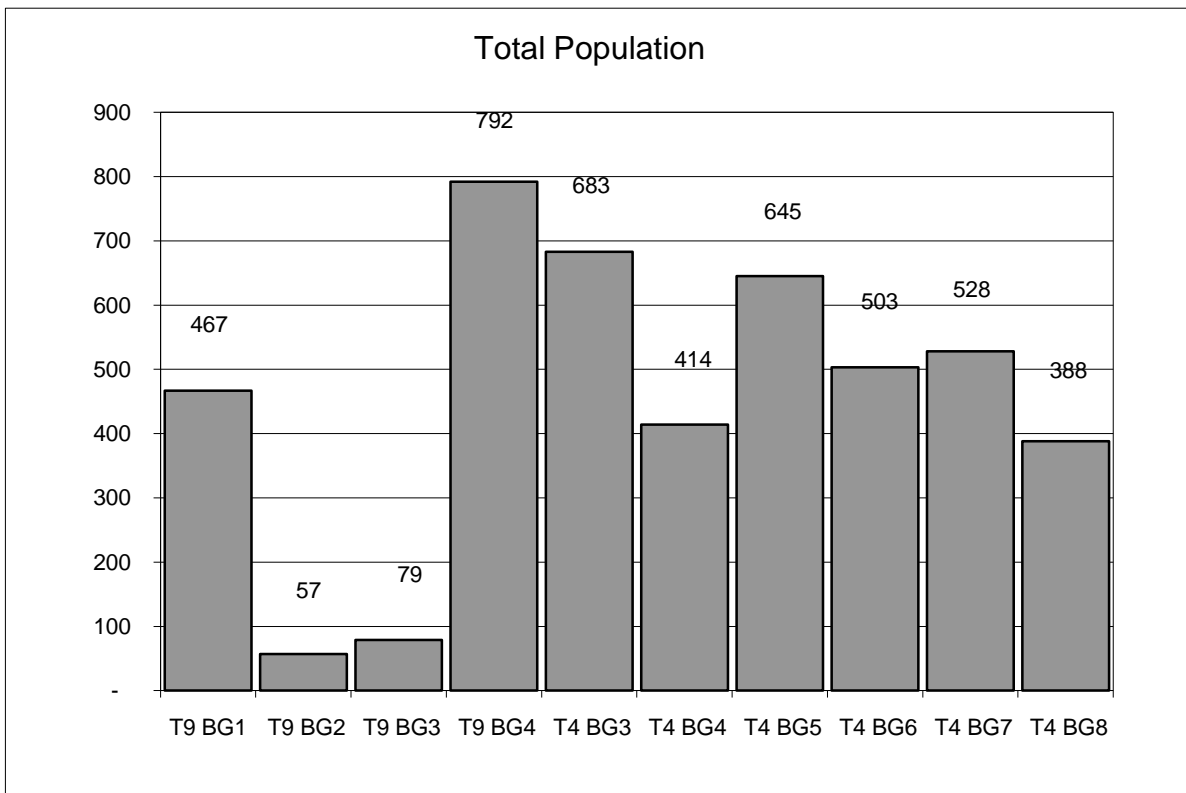
Appendix C - Census Tables and Charts



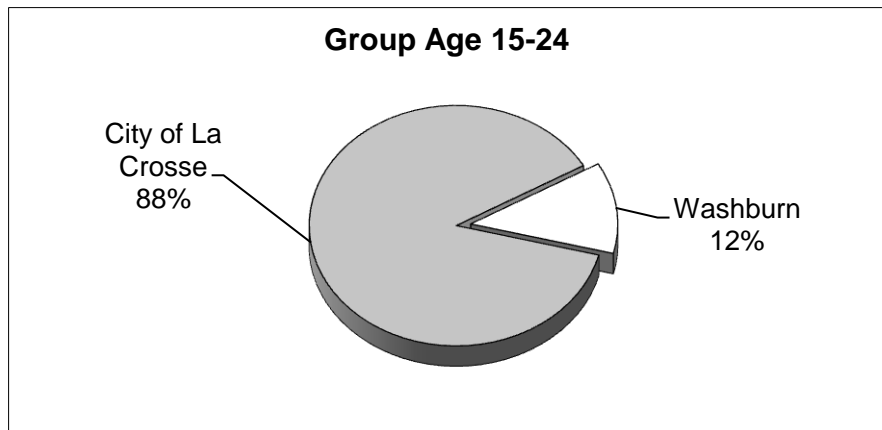
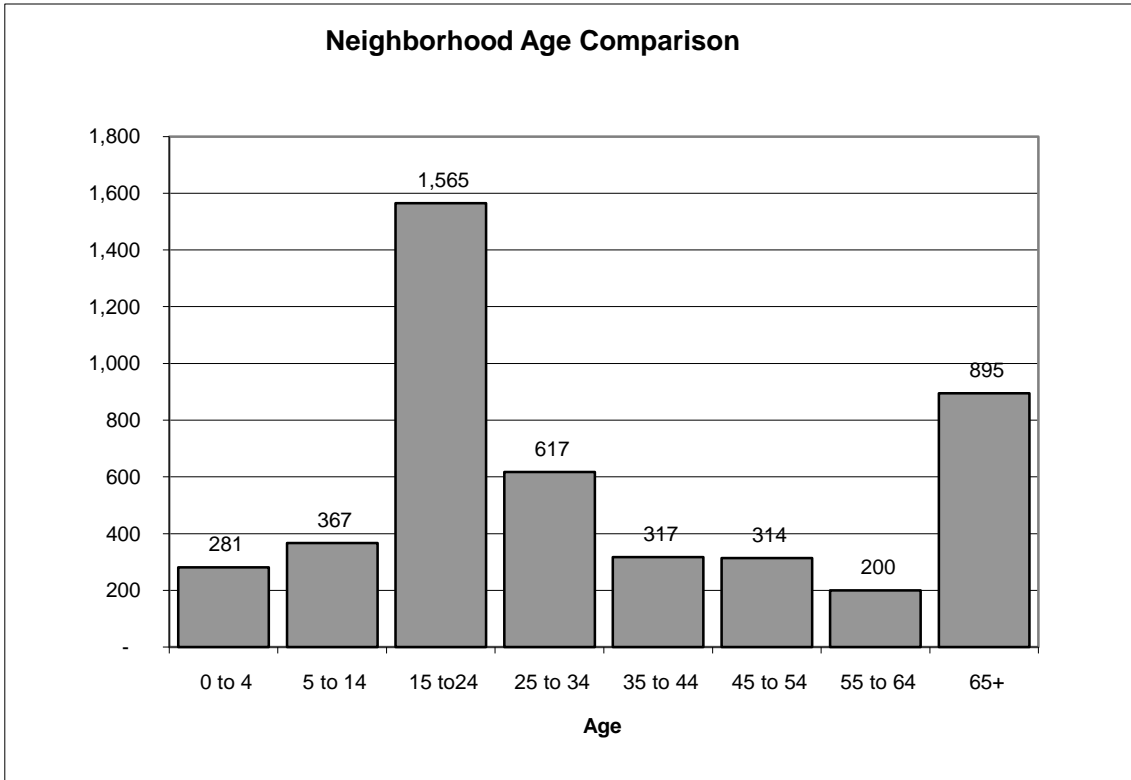
1990 Census Profile

The following neighborhood profile highlights demographic, socioeconomic, and housing information for the Washburn neighborhood compiled from the 1990 Decennial Census. The timing of the preparation of this profile is such that the 2000 Decennial Census results could not be used. This information will be updated upon the release of the detailed 2000 Census Data. A map of the Census tracts and blocks for the Washburn area follows this section.

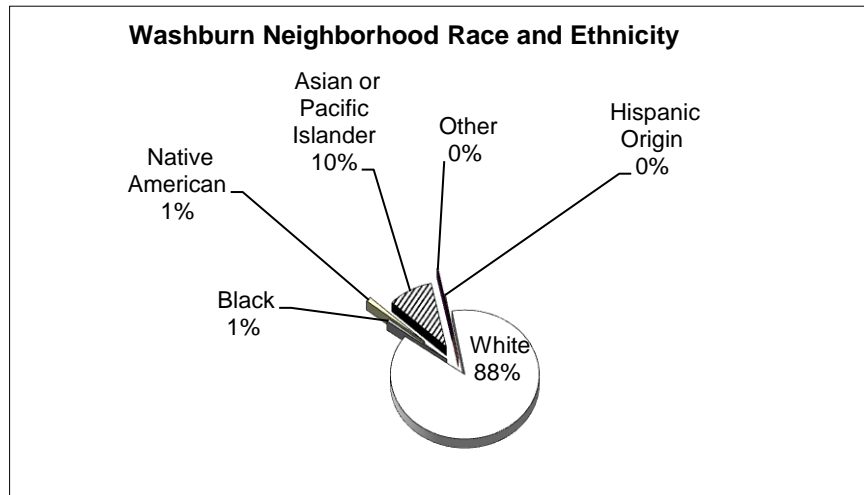
Total Population. In 1990, 4,556 people lived in the Washburn Neighborhood. This represented 8.4% of the total City of La Crosse population of 51,003 people. The population by census block groups is shown in the following table.



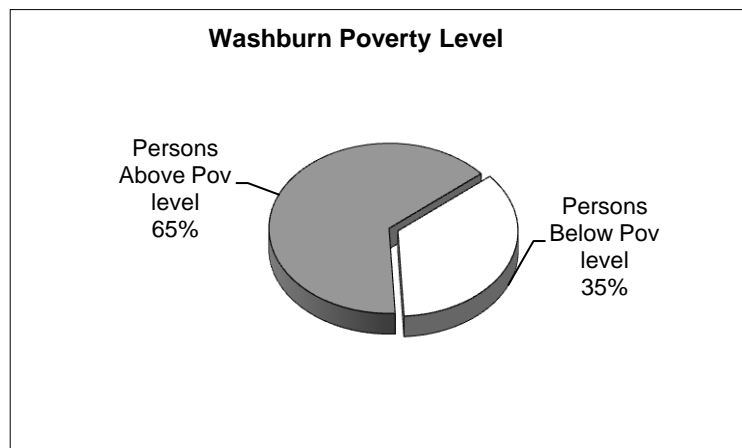
Population by Age. The 1990 census data shows that there was a clear dominance in the neighborhood by people ages 15-24 with a total of 1,565 (34% of the total population). The closeness of the neighborhood to Viterbo College, Aquinas High School, WWTC, and UW-L may account for this high percentage. At the City level, 1,565 represents 12.3% of the total population for this age group.



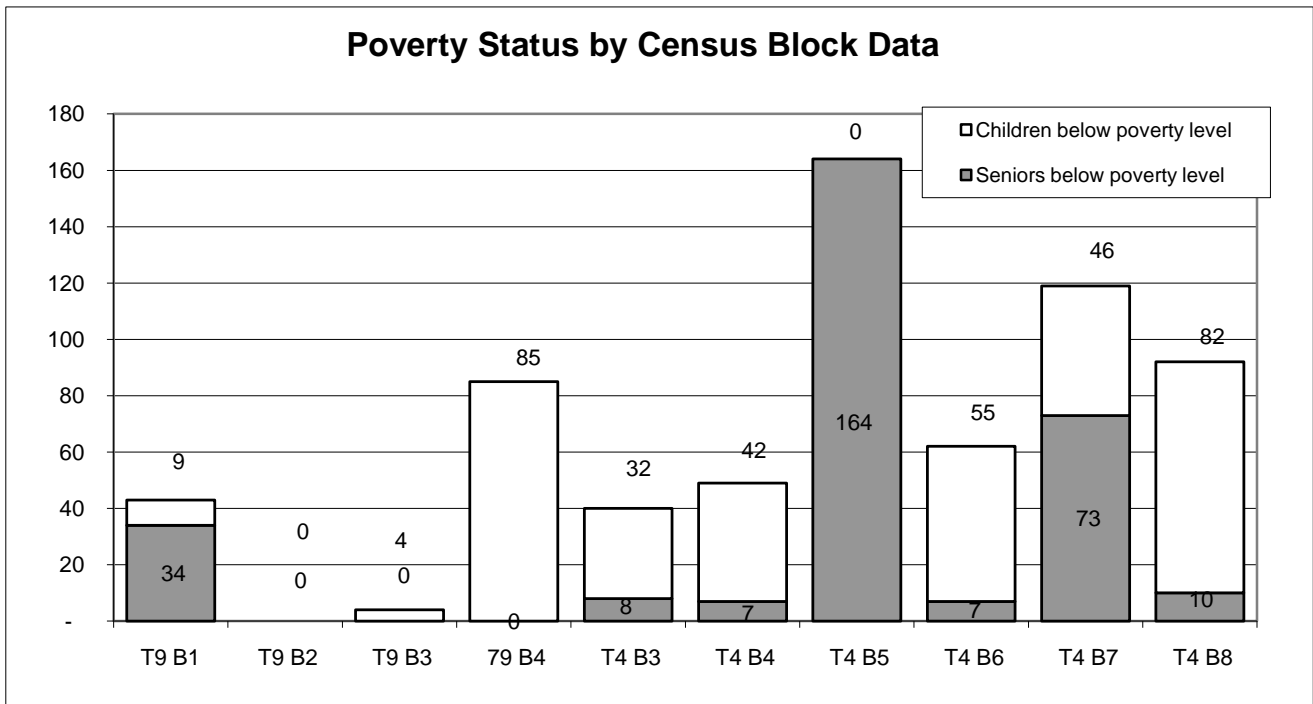
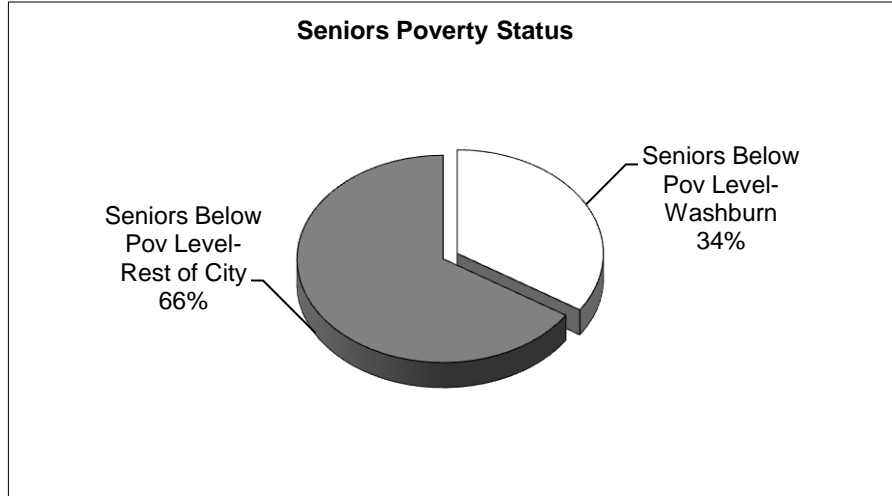
Ethnic Background. As is the case at the City level, the Washburn neighborhood is predominately populated by whites who comprise 88% of the total population of the neighborhood. The Asian or Pacific Islander (10%), Native American (1%), and African American (1%) groups combined account for the remaining 12%. Interestingly, the Asian or Pacific Islander group represents 18.4% of the total population of the City of La Crosse, suggesting that there is a large concentration of this group in this neighborhood.



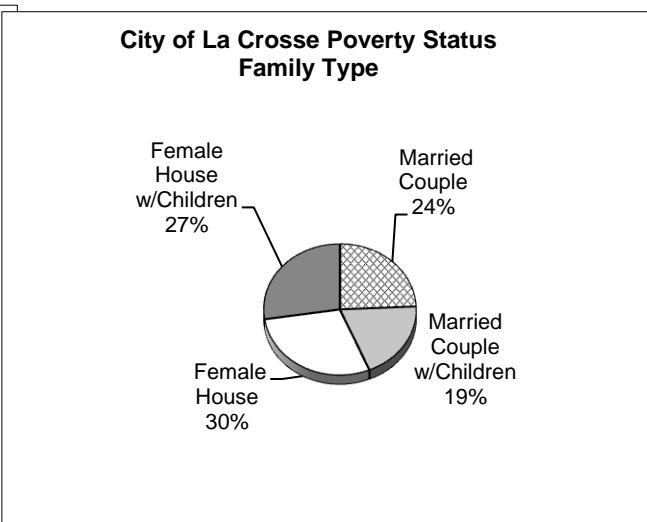
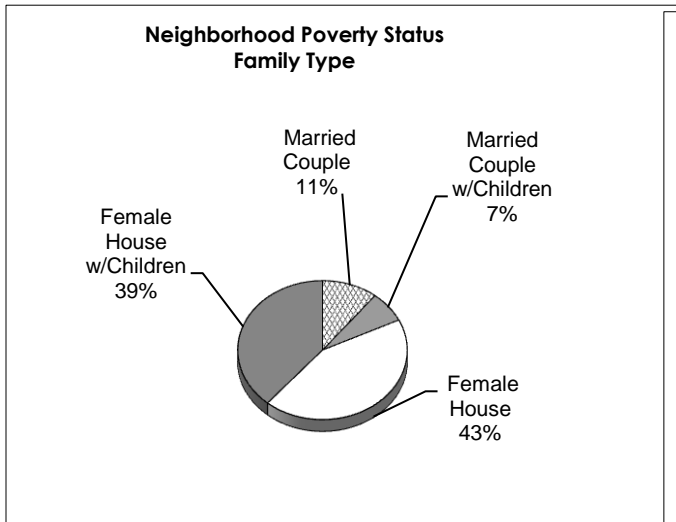
Poverty. In 1990, 35% of the total population of the neighborhood was below the poverty level. For the entire City of La Crosse, 16% of the people below the poverty level live in the Washburn neighborhood. 34% of the number of seniors below the poverty rate at City level, live in the Washburn neighborhood.



The number of children below the poverty level in the neighborhood (355) represents 14% of the total children of the City of La Crosse who are below the poverty level (2540). The graph below shows the number of seniors and children below the poverty level in the Washburn neighborhood by 1990 Census Block Data.

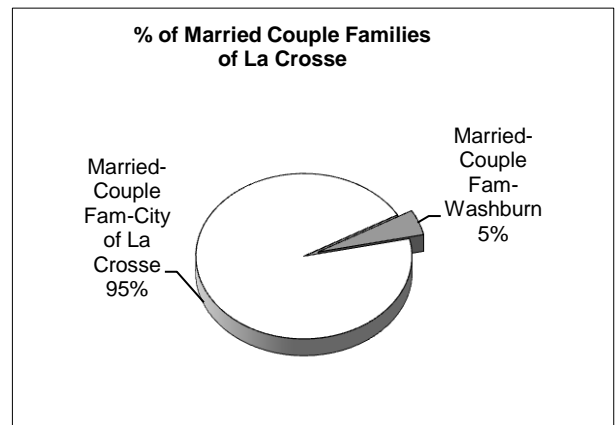
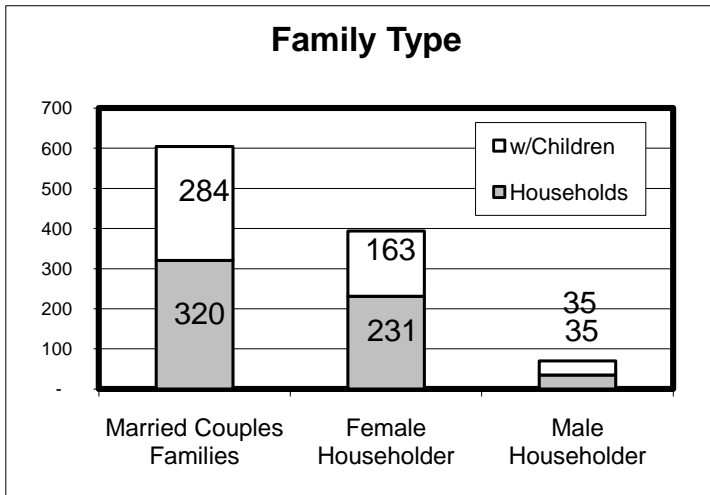


In 1990, the most common types of families below poverty status were those of female householders (either with or without children).



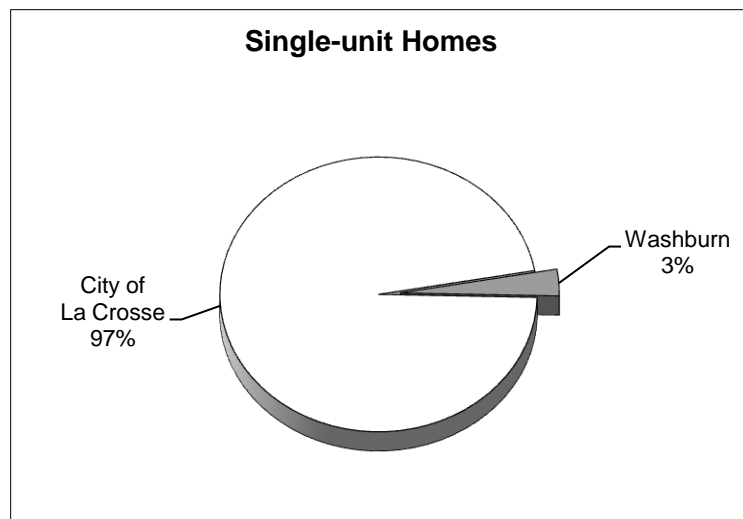
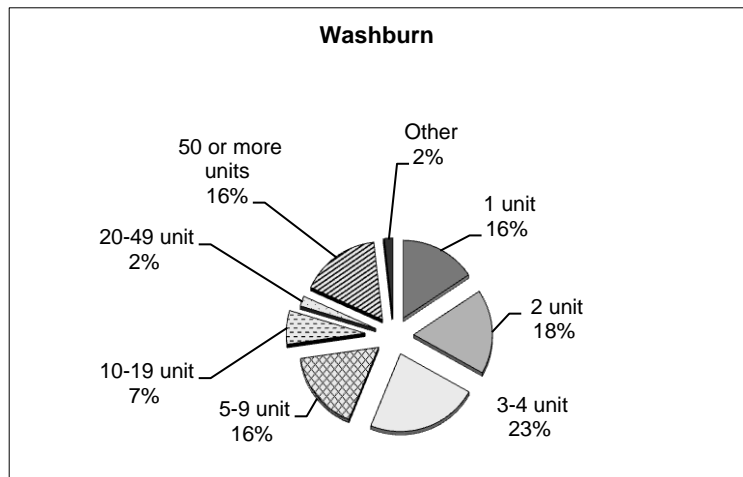
Families. In 1990, married-couple households represented about 55% of all the households in the Washburn neighborhood. This rate is low compared with 79% for the City of La Crosse. The number of married-couple family households in the neighborhood represents about 5% of the total married-couple family households in the City of La Crosse.

Female householder families represented almost 40% of all Washburn families and 12% of the entire City's total for this category.

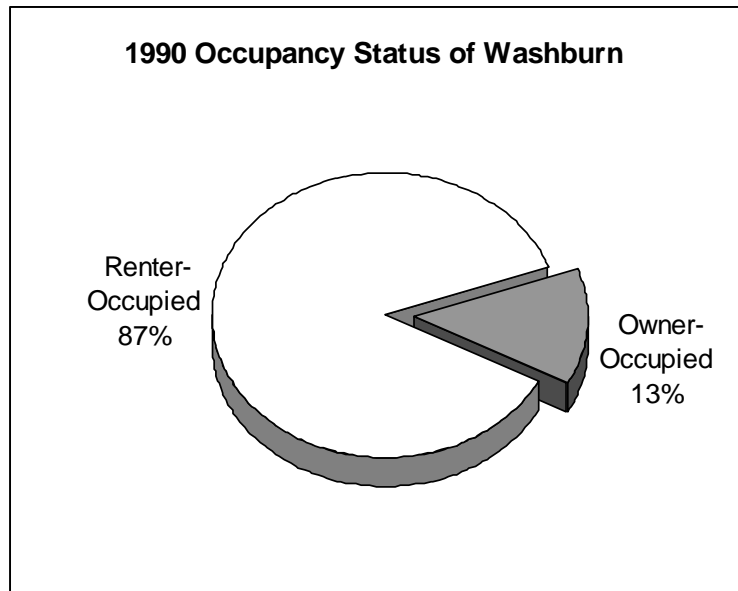


Housing Types. In 1990, single-unit homes in the Washburn neighborhood accounted for only 16% of the total housing in the neighborhood. This was very low compared to 54% for the entire City of La Crosse. The total number of single-unit homes in the neighborhood accounts for only 3.1% of the total single-unit homes in the City of La Crosse.

The number of 3-4 unit homes comprised 23% of the housing in the neighborhood, while 5-9 units made up an additional 16% of the neighborhood. These numbers are very high compared to the City percentages of 7% and 8% respectively for 3-4 unit structures and 5-9 unit structures. Together the 3-4, and 5-9 unit structures made up almost 40% of the housing in the Washburn neighborhood.



Tenancy. The 1990 Census results showed that the Washburn neighborhood has a very high percentage of renter-occupied units. 86.5% of the housing units in the neighborhood are renter-occupied, and only 13.2% are owner-occupied. At City level, renter-occupied units comprise 50.44% and owner-occupied units 49.56%. The already mentioned closeness of the neighborhood to such academic institutions as Viterbo, WWTC, UW-L and the number of available renters is one of the reasons for such high percentage.



Appendix D

		Washburn Neighborhood		City of La Crosse		
		Washburn Neighborhood	1990 Census Profile		Washburn Neighborhood	City Total
		Number	Percent of Washburn Total	Percent of City Total	Number	Percent
Total Population		4,556		8.9	51,003	----
Total Households		2,121		10.6	20,003	----
Race	White	4,013	88.1	8.4	47,841	93.8
	Black	32	0.7	8.6	370	0.7
	Native American	53	1.2	17	311	0.6
	Asian or Pacific Islander	447	9.8	18.4	2,424	4.8
	Other	11	0.2	19.3	57	0.1
	Hispanic Origin	11	0.2	2.4	456	0.9
Age	0 to 4	281	6.2	8.4	3,347	6.6
	5 to 14	367	8.1	6.5	5,645	11.1
	15 to 24	1,565	34.4	12.3	12,751	25.0
	25 to 34	617	13.5	7.7	7,982	15.7
	35 to 44	317	7.0	5.3	5,950	11.7
	45 to 54	314	6.9	9.0	3,490	6.8
	55 to 64	200	4.4	5.2	3,861	7.6
	65+	895	19.6	11.2	7,977	15.6
	Median Age (Years)	25 to 34			25 to 34	
Family Type	Married-Couples Families	320	54.6	3.7	8,604	78.6
	Married-Couples Fam. w/Children	284	48.5	7.9	3,615	33.0
	Female Householder	231	39.4	12.3	1,884	17.2
	Female Householder w/Children	163	27.8	14.0	1,161	10.6
	Male Householder	35	6.0	7.6	458	4.2
	Male Householder w/Children	35	6.0	18.8	186	1.7
	Total Families	586			10,946	100.0
	Total Families w/Children	484			4,962	45.3
Education (25 years and over)	Less than 9th grade	288	12.3	10.3	2,793	9.5
	9th to 12th grade	283	12.1	9.9	2,847	9.7
	High School graduate	585	25.0	6.1	9,660	33.0
	Some College	407	17.4	7.6	5,347	18.3
	Associates Degree	115	4.9	4.9	2,344	8.0
	Bachelors Degree	292	12.5	7.5	3,903	13.3
	Graduate or Professional Degree	373	15.9	15.8	2,366	8.1

		Washburn Neighborhood 1990 Census Profile			Washburn Neighborhood		City of La Crosse	
		Number	Percent of Washburn Total	Percent of City Total	Number	Percent		
		Total Population	4,556			51,003		
School Enroll- ment	Pre-primary	117	2.6	13.2	884	1.7		
	Elementary or High School	400	8.8	6.2	6,434	12.6		
	College	1,281	28.1	12.9	9,961	19.5		
Occupation	Exec., Admin., and Managerial	88	1.9	4.2	2,089	4.1		
	Professional Specialty	414	9.1	10.2	4,071	8.0		
	Technicians and Related Support	37	0.8	4.6	805	1.6		
	Sales	256	5.6	8.2	3,120	6.1		
	Administrative Support	361	7.9	10.3	3,517	6.9		
	Private Household	11	0.2	24.4	45	0.1		
	Protective Services	23	0.5	6.1	380	0.7		
	Other Services	650	14.3	13.8	4,713	9.2		
	Farming, Forestry, & Fishing	29	0.6	10.8	269	0.5		
	Precision Production, Craft, and Repair	127	2.8	7.0	1,827	3.6		
	Machine Operators, Assemblers, and Inspectors	180	4.0	10.0	1,794	3.5		
	Transportation & Material Movers	34	0.7	3.6	933	1.8		
	Handlers, Equipment Cleaners, Helpers, and Laborers	118	2.6	9.6	1,233	2.4		
	Class of Worker	For Profit Wage	1,483	32.6	8.8	16,895	33.1	
Not-for-Profit Wage		510	11.2	14.5	3,508	6.9		
Local Government		139	3.1	7.8	1,773	3.5		
State Government		121	2.7	9.0	1,340	2.6		
Federal Government		25	0.5	9.9	253	0.5		
Self-Employed		50	1.1	4.9	1,011	2.0		
Unpaid Family Workers		-	-	0.0	16	0.0		

	Washburn Neighborhood 1990 Census Profile	Washburn Neighborhood			City of La Crosse	
	Income	Number	Dollars	Compared to City Average	Number	Dollars
Median Income	Households	2,121	\$14,688	-7438	20,003	\$21,947
	Families	629	\$15,726	-14341	10,946	\$30,067
Mean Family Income	Married Couple w/Children	284	\$12,373	-27956	3,615	\$40,329
	Female Household w/Children	163	\$6,073	-7818	1,161	\$13,891
Mean Household Income by Race	White	4,013	\$8,448	-18857	19,360	\$27,305
	Black	32	\$2,150	-25346	67	\$27,496
	American Indian, Eskimo, Aleut	53	\$426	-15430	131	\$15,856
	Asian or Pacific Islander	447	\$2,351	-17151	439	\$19,502
	Other	11	-	0	6	\$39,000
	Hispanic Origin	11	-	0	98	\$31,426
Mean Household Inc. by Inc. Source	Wage or Salary Income	1,409	\$13,372	-12835	14,855	\$26,207
	Social Security	740	\$6,039	-2091	6,327	\$8,130
	Public Assistance	307	\$5,033	234	1,706	\$4,799
	Retirement Income	293	\$3,380	-2899	3,293	\$6,279

	Poverty Status	Washburn Neighborhood			City of La Crosse	
		Number	Percent of Washburn Total	Percent of City Total	Number	Percent
	Total Population	4,556			51,003	----
	Total Families	629			10,946	----
	Total Children (17 Years or Under)	900			10,329	----
	Total Senior Citizens (65 Years or Over)	886			7,977	----
Families Below Poverty Status	Families	158	25.1	14.1	1,122	10.3
	Married Couple	28	8.8	5.7	491	4.5
	Married Couple w/Children	19	6.7	4.8	392	3.6
	Female Householder	114	49.4	19.5	585	5.3
	Female Householder w/Children	102	62.6	18.4	554	5.1
Persons Below Poverty Status	Persons below pov level	1,608	35.3	16.3	9,881	19.4
	Persons Below 50% of Pov. Level	618	13.6	17.9	3,449	6.8
	Children	355	7.8	14.0	2,540	5.0
	Seniors	303	6.7	34.2	887	1.7

		Washburn Neighborhood		City of La Crosse		
		1990 Census Profile				
		Number	Percent of Washburn Total	Percent of City Total	Number	Percent
Total Housing Units		2,294			20,897	
Units in Structure (total housing units)	1 unit	358	15.6	3.1	11,452	54.8
	2 unit	403	17.6	12.3	3,266	15.63
	3-4 unit	527	23.0	35.7	1,476	7.06
	5-9 unit	380	16.6	31.3	1,215	5.81
	10-19 unit	160	7.0	15.4	1,036	4.96
	20-49 unit	48	2.1	4.3	1,127	5.39
	50 or more units	378	16.5	36.9	1,024	4.90
	Mobile Home	-	0.0	0.0	116	0.56
	Other	40	1.7	21.6	185	0.89
Total Owner-Occupied						
Tenure (Occ. Units)	Owner-Occupied	285	13.2	2.9	9,897	49.56
	Renter-Occupied	1,870	86.8	18.6	10,073	50.44
Tenure by Race	White Owner-Occupied	275	12.0	2.8	9,775	98.33
	Non-White Owner-Occupied	10	0.4	6.0	166	1.67
	White Renter-Occupied	1,754	76.5	18.4	9,507	93.88
	Non-White Renter-Occupied	116	5.1	18.7	620	6.12
Total Structures		1,706			3,195	15.29
Year Structure Built	1939 or earlier	943	41.1	12.6	7,473	35.76
	1940 to 1949	193	8.4	7.3	2,647	12.67
	1950 to 1959	292	12.7	9.8	2,969	14.21
	1960 to 1969	311	13.6	13.7	2,275	10.89
	1970 to 1979	194	8.5	7.9	2,451	11.73
	1980 to March 1990	361	15.7	11.7	3,082	14.75

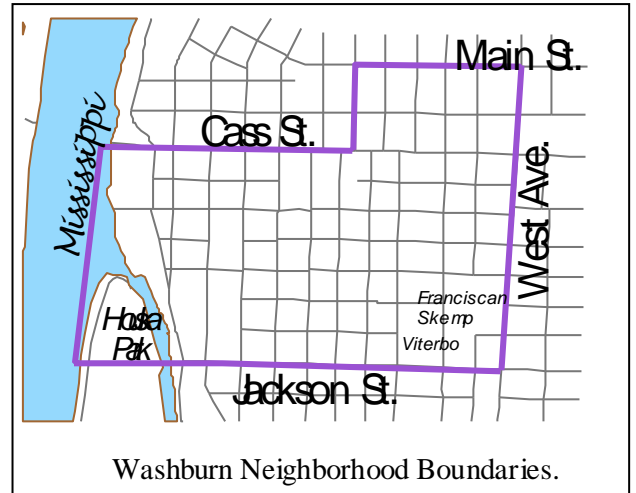
	Washburn Neighborhood 1990 Census Profile	Washburn Neighborhood			City of La Crosse	
		Number	Percent of Washburn Total	Percent of City Total	Number	Percent
	Total Housing Units	2,294			20,897	
Household Paying 35%+ Toward Hsg. Cost	Owner-Occupied	32	11.2	3.7	863	8.6
	Renter-Occupied	681	36.4	20.4	3,333	34.1
	Owner-Occupied (65+ years)	25	8.8	5.5	458	12.1
	Renter-Occupied (65+ years)	196	10.5	30.2	650	38.3
Hsg. Costs	Median Value of Owner-Occ. Unit	\$43,200			\$53,000	----
	Median Contract Rent of Renter-Occupied Unit	\$337			\$344	----
Place of Residence in 1985 for Persons 5+ Years	Residence in Same House	1,280	55.8	5.9	21,536	45.2
	City of La Crosse	1,055	46.0	10.5	10,072	21.1
	Balance of La Crosse County	104	4.5	4.6	2,281	4.8
	Outside La Crosse County	1,756	76.5	13.7	12,777	26.8
	Abroad	80	3.5	8.1	990	2.1
Owner Moved Into Unit	1969 or earlier	229	10.0	4.9	4,644	23.3
	1970 to 1979	242	10.5	10.0	2,419	12.1
	1980 to March 1990	1,684	73.4	13.0	12,907	64.6

Appendix E

Neighborhood Survey Summary Report

December 2001

The Washburn Neighborhood survey was conducted between October 1 and October 19, 2001, and was designed to gain additional input from residents, business owners, and property owners, on what issues should be addressed by the neighborhood group. The survey consisted of 13 questions and was distributed and administered by approximately 213 Viterbo University students. Students were assigned blocks and administered the survey to those who were home and willing to respond to the questions. If no one was home, a second attempt was made; if there was no answer, the students left a copy of the survey to be returned via the U.S. mail. Additional mail-in surveys were delivered to the three City Housing Authority buildings, Stokke Tower, Stoffel Court, and Becker Plaza, as well as the Elliot Arms Apartment building.

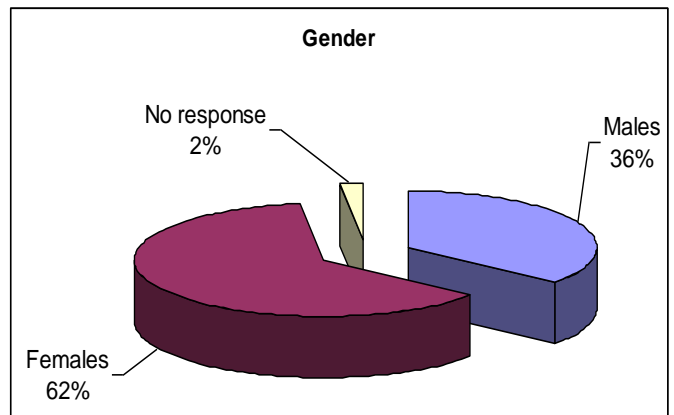


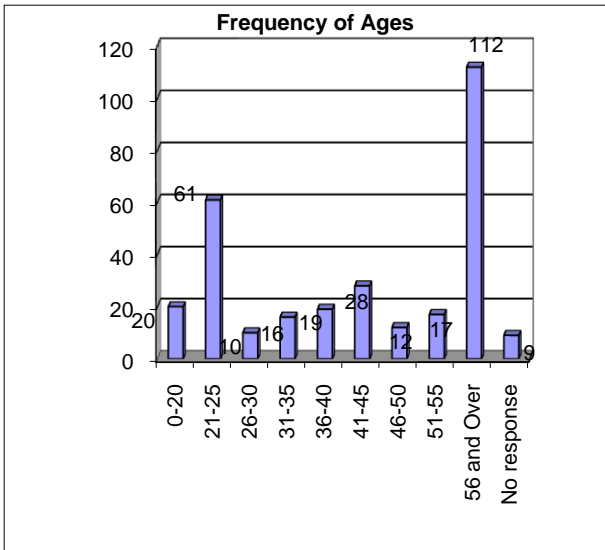
Survey results were compiled and processed using SPSS Statistical software. The findings from the survey will be used to augment the identification of conditions and issues that are the basis for the recommendations in the neighborhood plan. Over the next few months, the neighborhood group will work to develop recommendations and actions that will work toward addressing these issues.

Demographics

The baseline population for the neighborhood is 4,556 from the 1990 Census. The total number of survey respondents was 304, or 6.7% of the 1990 population total for the neighborhood.

Gender. 189 of the respondents were females (62%) versus 109 male respondents (36%). 6 of the 304 total surveys received did not specify gender.

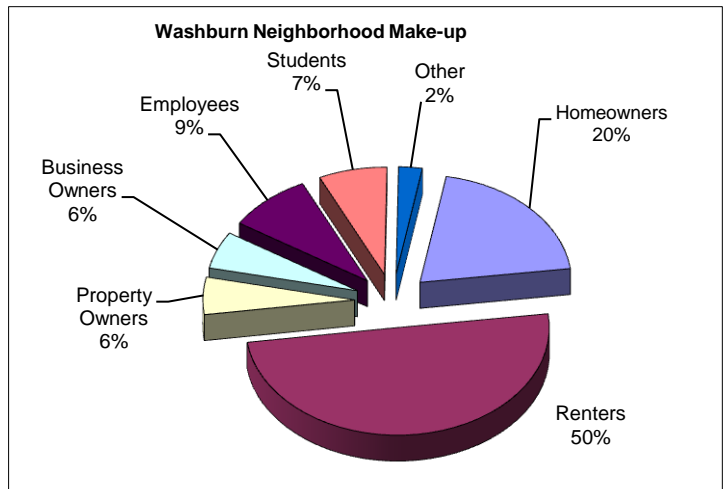




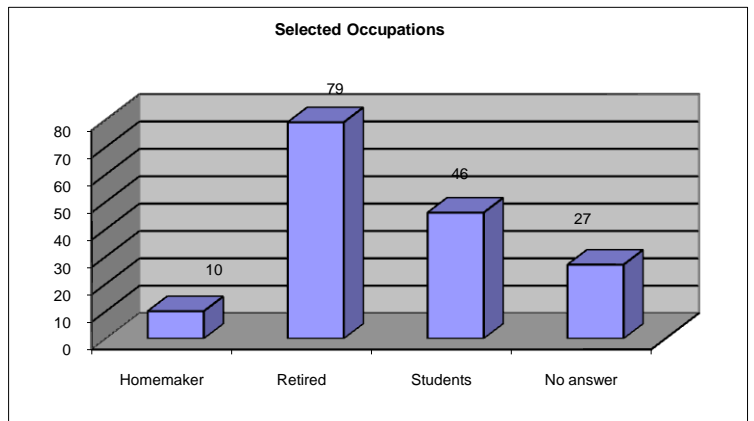
Age. The survey responses for age reflected the 1990 Census results in that there were a high number of responses from those over 56 years of age and under 25 years of age. 37% of respondents were 56 or older, and 20% were between the ages of 21-25.

Composition of the neighborhood.

Among the respondents, 49% were renters and 20% homeowners. 7% were students in the neighborhood, 6% were business owners and 6% were property owners.

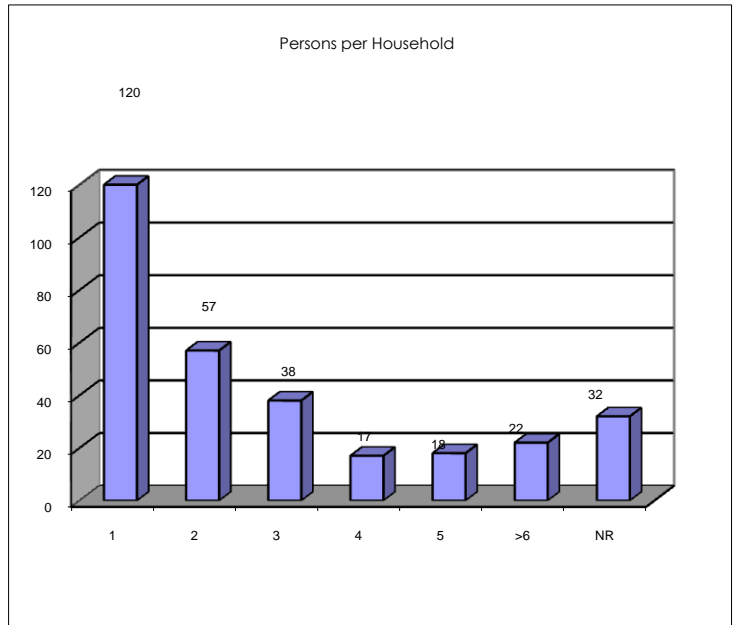


Occupation. There were 119 occupations within the neighborhood as declared by the respondents. 26% of the respondents were retirees, 15.1% were students, and 3.3% were homemakers. 8.9% of the respondents did not specify an occupation.

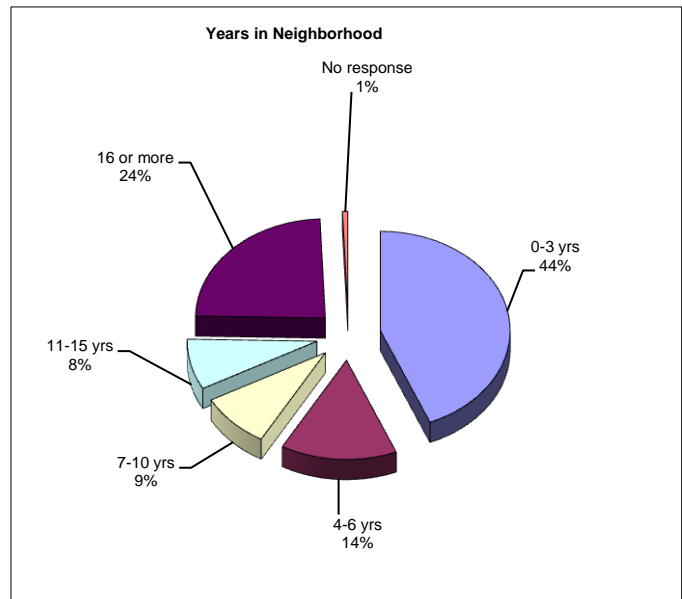


Household Density. Question 4 pertained to the number of people living in each household. The distribution is shown in the "Persons per Household" graph to the right. The predominant range of persons per household was 1 to 3.

For those who were business owners, question 4b asked for the number of employees. There were 42 business responses, ranging from 1 employee to 300 employees.

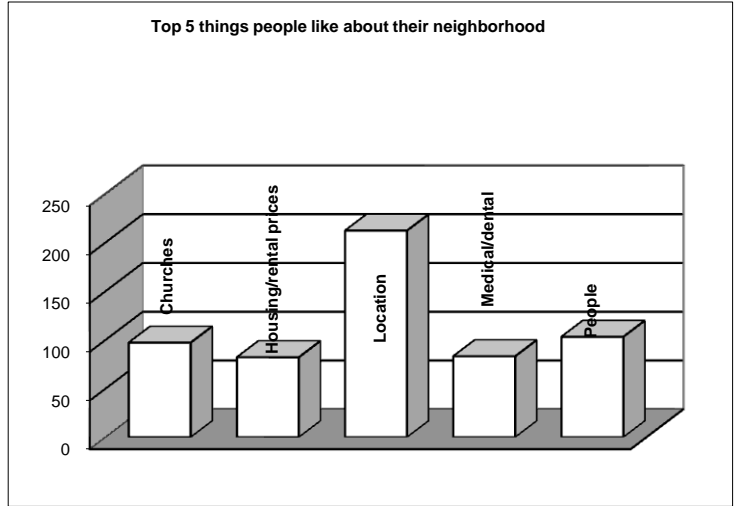


Years in neighborhood. 133 of the 304 respondents answered that they have lived in the neighborhood 3 or fewer years, accounting for 44% of the total. This percentage coincides with the 1990 census profile in that the neighborhood is dominated by rental properties, which typically are highly transitory residences. The neighborhood also has a high percentage of its population in the 15-24 year old age group, made up predominantly by college students, which also contributes to a highly transitory population.



Identified Issues

Survey questions 6 through 13 were issue questions that asked respondents about their preferences and concerns in the Washburn Neighborhood. Question 6 asked what neighbors like the most about the neighborhood, while Question 7 asked them what their major concerns were.

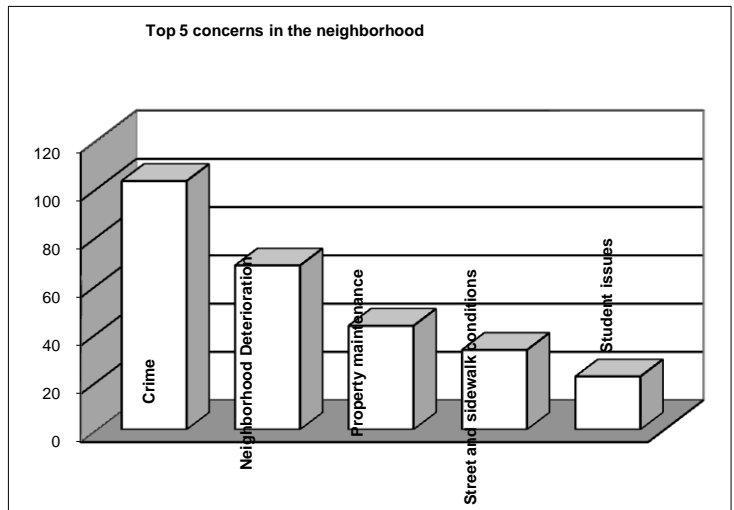


Question 6. The top 5 things people like about the Washburn Neighborhood were as follows:

1. Location (212)
2. People (103)
3. Churches (97)
4. Medical-dental facilities (83)
5. Housing/rental prices (82)

The other possible responses were Housing/Apartment Amenities, Jobs, Businesses, Multicultural, Non-Profit Organizations, Parks, Schools, Shopping, and Sense of Community.

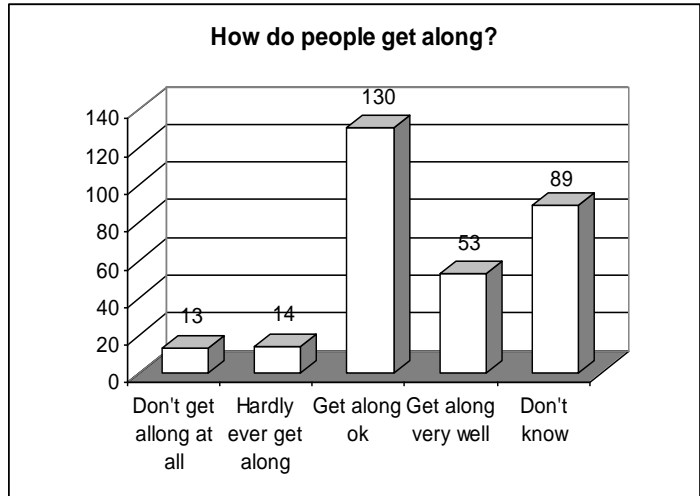
Question 7. By frequency, crime was the number one concern of people in the Washburn Neighborhood; it was chosen as the top priority 103 times.



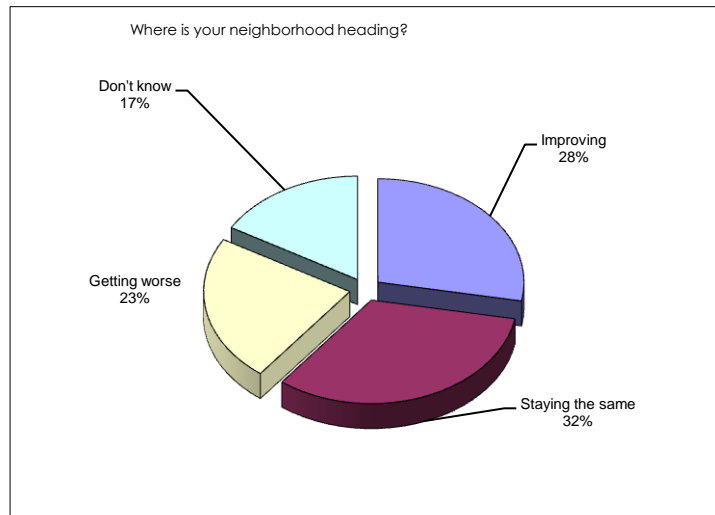
1. Crime (103)
2. Neighborhood deterioration (68)
3. Property maintenance (43)
4. Street and sidewalk conditions (33)
5. Student problems and issues (22)

The other possible responses were; Mix of residences, Lack of communication with neighbors, and Family issues.

Question 8. The intent of this question was to determine the perception people have of the interaction between the different ethnic backgrounds present in the neighborhood. 60.2% of the respondents thought that they got along ok or very well, 8.9% thought that they didn't get along at all or they hardly ever got along, and 29.3% said that they didn't know.

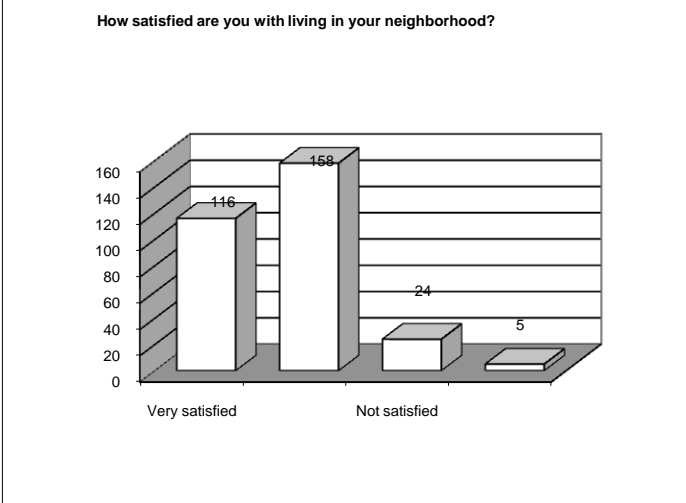


Question 9. This question intended to find out what the perception is regarding the direction the neighborhood is heading. 32% perceived the neighborhood as being the same, 28% as improving, and 23% as getting worse. 17% responded that they didn't know, often adding that they had not lived in the neighborhood long enough to know.

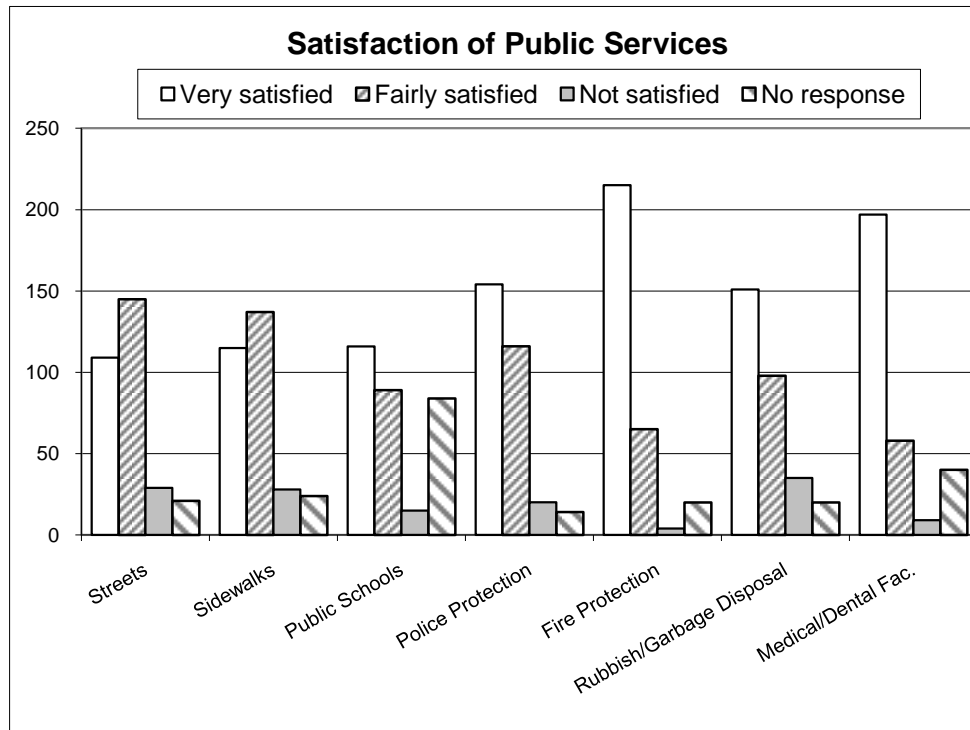


There are two ways to look at the results of this question. In a positive light it appears that 60% of the respondents feel the neighborhood is staying the same or improving. In a less positive light, it appears that 55% feel the neighborhood is staying the same or getting worse. The results of this question point out that the respondents do have general concerns about the future of the neighborhood and the direction it is heading.

Question 10. 38.2% of the respondents were very satisfied with living in the neighborhood. 52% were fairly satisfied and 7.9 % were not satisfied. 1.9% of the respondents did not answer this question.



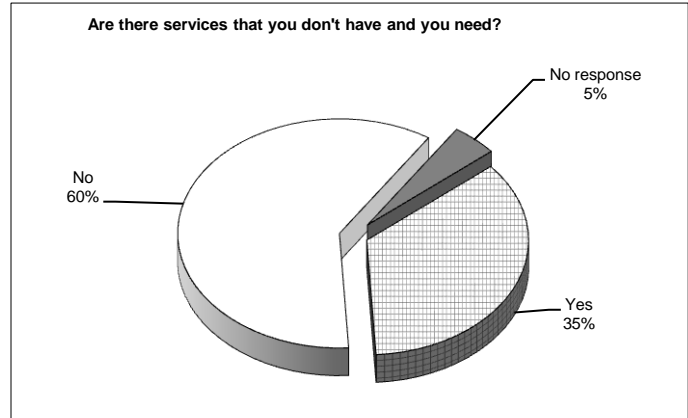
Question 11. When asked how satisfied the respondents were with the public services provided in their neighborhood, it was found that 70.7% were very satisfied with the fire protection they receive. 64.8% were very satisfied with medical and dental services in the neighborhood, and 50.7% were very satisfied with police protection. There weren't major dissatisfactions with any of the public services provided in the neighborhood, but 12.3% of respondents reported being dissatisfied with the rubbish/garbage disposal services, and there seem to be some concerns with streets and sidewalks as well.



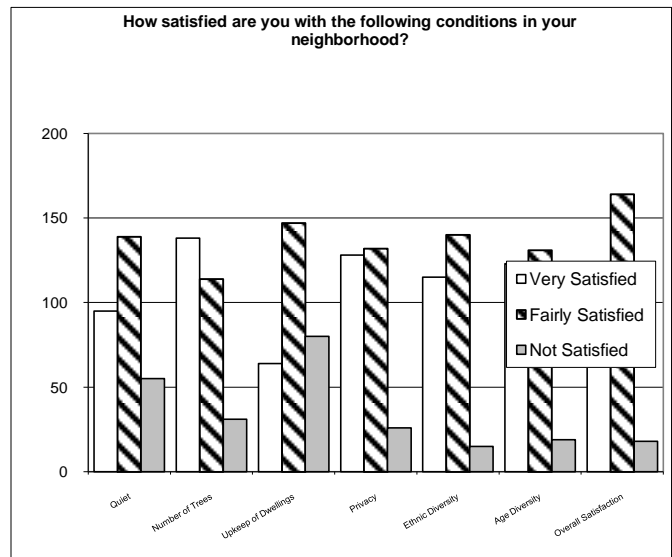
Question 12. 35% of respondents answered that there were some services that they didn't have in the neighborhood; among those, the following are the top three:

1. Parking
2. Grocery store
3. Better sidewalks

60% of respondents answered that they were fine with the services that the neighborhood provided and 5% did not respond to this question.



Question 13. The responses to Question 13 show that, overall, people are generally satisfied with conditions in the neighborhood. The major category receiving unsatisfactory responses was for upkeep of dwellings. 48% were fairly satisfied with the upkeep but 26% were not satisfied with conditions as they currently are. The noise level in the neighborhood was the only other category that received a significant number of unsatisfactory responses at 18% of all respondents.



Summary

In general, the survey results tend to support the findings of the neighborhood profile, which includes all information gathered about the neighborhood from the keep/change exercise, the photo exercise, the 1990 census profile, inspections and police complaint summaries and neighborhood map analysis. The Washburn Neighborhood remains an attractive place to live due to its location, the positive interaction between the people in the neighborhood, the presence of many churches, the influence of the hospital and Viterbo University, and the relatively low cost of living. At the same time there are areas of concern including crime, property maintenance levels and garbage/refuse issues. Other areas of concern that were identified from the neighborhood survey are the need for increased parking options, the desire for a neighborhood grocery store, and issues stemming from a highly transitory population. Because of the high level of rental properties and the presence of the College, special efforts will need to be made to continuously recruit and invite all neighborhood residents to the neighborhood meetings in order to get a full representation of views and ideas as the neighborhood plan is developed.

Contact Information

If you have questions or concerns about the Washburn Neighborhood, the Washburn Neighborhood Plan, or would like to become involved with the Washburn Neighborhood Association, please contact the City Planning Department at (608) 789-7512.

For additional information, including meeting notices and meeting minutes, please visit the City of La Crosse Website at:

www.cityoflacrosse.org

and navigate to the Washburn Neighborhood section of the Neighborhood Planning pages.

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