

# Powell-Poage-Hamilton Neighborhood Association

## 2016 Action Plan



# Powell-Poage-Hamilton Neighborhood Boundaries



# Neighborhood Demographics

## Age Distribution

Under 5	5.30%
5-9	8.96%
10-14	3.98%
15-17	6.54%
18-24	16.05%
25-29	12.21%
30-39	9.33%
40-49	16.23%
50-59	9.69%
60-69	6.86%
70+	4.85%

## Racial Characteristics

White	77.27%
Asian	12.24%
African American	4.47%
Hispanic or Latino	2.01%
Native American	1.04%
Other	0.13%
Two or more races	2.84%

## Yearly Household Income

<\$25,000	41.20%
\$25,000-\$34,999	16.26%
\$35,000-\$44,999	14.14%
\$45,000-\$49,999	3.34%
\$50,000-\$59,999	6.01%
\$60,000-\$74,999	3.12%
\$75,000-\$99,999	7.57%
> \$100,000	8.35%

## Household Occupancy

Owner occupied: 29.73%  
Renter occupied: 70.27%

Average Assessed Home Value: \$73,700

# Neighborhood Goals

Vision Statement: To be the neighborhood of choice to live, work, and play.

## Planning Process:

The PPH neighborhood association held a special planning session facilitated by Jason Gilman, Director of Planning and Development for the City of La Crosse, to determine the goals that the association would like to focus on. Through a series of facilitation techniques, the group narrowed down their goals for this plan.

## Ensuring Implementation:

In order to ensure that this plan is implemented, the association will consult it throughout the year to make sure steps are being taken towards accomplishing each goal. Additionally, each year the association will update the plan based on what has been accomplished during the previous year and what the association determines should be goals for the next year.

The goals of the Powell-Poage-Hamilton Neighborhood Association fall into the following four categories:

- 1) Land Use
- 2) Public Infrastructure
- 3) Membership/Marketing (Internal)
- 4) Community Building (External)

## Land Use

Overall Goal: Encourage (re)development that is productive to goals of neighborhood and improves aesthetics

<b>Action</b>	<b>Responsible Parties</b>	<b>Timeline</b>
Push to acquire Plaid Pantry and Abraham Zahn building for rehabilitation and/or redevelopment	Council Members Formanek and Ostrem City Planning Building Inspections Department	Long term
Encourage development of a neighborhood grocery store	JDC LNDC Council Members Consultants	Long term

## Public Infrastructure

Overall Goal: To Improve the walkability, appearance, and function of our neighborhood.

<b>Action</b>	<b>Responsible Parties</b>	<b>Timeline</b>
Lighting on 5 <sup>th</sup> Street	City Council (Council Members Formanek and Ostrem have already put proposal for CIP Budget) City Engineering Possible CDBG – Planning	1-2 years
Continue 7 <sup>th</sup> Street Lighting project from Jackson to South Avenue	City Council/CIP Process City Engineering Possible CDBG – Planning	1-2 years
Install neighborhood signs (both large and small)	City Planning Traffic Department	This year
Container plantings near new large sign	PPH	This year/Annual
Powell Park Redesign (Be involved with the planning process for this park since it is such an important neighborhood asset)	Parks and Recreation PPH Hamilton School/PTO	1-2 year

## Membership and Marketing

Overall Goal: To encourage a diverse and inclusive membership both in person at monthly meetings and socials, but also to grow our virtual presence and awareness through online marketing/social media

<b>Action</b>	<b>Responsible Parties</b>	<b>Timeline</b>
Rebrand neighborhood association as an association for all residents, both short and long term, i.e. medical residents, renters, college students, homeowners, etc.	PPH LNDC NRC JDC	This year/Continuous
Yard sign campaign (for meeting reminders)	PPH	Continuous
Become better ambassadors for our neighborhood	Everyone	Continuous

## Community Building

Overall Goal: To improve neighbor relations and also improve the relationships between bordering neighborhoods and business entities.

<b>Action</b>	<b>Responsible Parties</b>	<b>Timeline</b>
Poage Park opening social event	PPH Parks and Recreation Hamilton	This year
Annual social event	PPH Parks and Recreation Hamilton	This year
Fence art projects	PPH	Annual
Crosswalk art with Hamilton School	PPH Hamilton School Traffic Department	This year/ Annual
Continuation of Steppin' Out in Pink welcome sign and chalk art	PPH	Annual
Participation in annual Mayor's Neighborhood Conference	PPH	Annual
Improved Education regarding Paint and Fix Up funding opportunities	PPH	Continuous

## Appendix of Acronyms

PPH = Poage Powell Hamilton: the best neighborhood in all of La Crosse to live, work, and play

NRC = Neighborhood Revitalization Commission: This is a City of La Crosse board, made up of selected recognized neighborhood association members, along with the mayor and other institutions in the community. Together they work towards the revitalization of the neighborhoods in La Crosse. PPH Treasurer/Past President and City Council Member Phil Ostrem is a member of this board.

JDC = Joint Development Corporation: This is a task force between the City of La Crosse and Gundersen Health System that moves forward the goals and initiatives of the Joint Neighborhood Plan and Campus Plan

LNDC = La Crosse Neighborhood Development Corporation: This group has been in a strategic planning phase, but is poised to soon be a nonprofit in the city of La Crosse that will be available to assist the neighborhoods of La Crosse with housing and economic development projects, improving neighborhood livability and marketing the city as a great place to live.