

CITY OF LA CROSSE  
NEIGHBORHOOD REVITALIZATION  
COMMISSION

2018 ACTION PLAN PRIORITIZATION



**DRAFT VISION STATEMENT**

**Positively Impact City-Wide  
Neighborhood Policies, Serving as the  
Link Between Neighborhood Associations  
and Policymakers.**

## SINGLE FAMILY CONVERSION PLAN

**The four categories include recommendations that:**

- (1) Encourage Single-Family home ownership
- (2) Require rental registration and inspection of all rental property
- (3) Improve code compliance and include inspection of all property in the City
- (4) Educates tenants, landlords, neighbors, Realtors, lenders, title companies and others on city codes, programs that improve neighborhood living

## HOUSING TASK FORCE PLAN

The following list shows the top ten strategies (from those discussed in Section C of this report) that got attention in the survey of the Task Force:

1. Better Education and Enforcement of Existing Codes and Standards
2. Better Enforcement of Existing Laws
3. Reinvest La Crosse
4. La Crosse Neighborhood Partnership
5. Private Equity Group
6. Replacement Housing Program
7. Neighborhood Commissions
8. Guerilla Landscaping
9. Landlord and Rental Licensing
10. Community Reinvestment REIT

## OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

1) Hire volunteer marketing person/Intern	Partner(s)	Range	Priority
Recommendation	Internship workgroup		
Determine which NAs are interested and identify funding	Internship workgroup		
Prepare a workplan. Individuals would assist in marketing each neighborhood through various avenues to promote growth to the neighborhood and participation	Internship workgroup		
Contact Viterbo/DWI for grant opportunities to fill the position	Planning Staff		
Look into the feasibility of a Jan. 2018 DWI marketing intern	Internship workgroup		

## OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

2) Provide marketing (engagement) assistance to neighborhoods (one small group rec. eliminating this item)			
Recommendation	Partners	Range	Priority
Provide NRC documents to NA	Neighborhood Association Leadership Group		
Identify target audience: who are we marketing to?			

## OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

3) Research and recommend parking and housing land use policy			
Recommendation	Partner(s)	Range	Priority
Create a stakeholder e-mail list (incl. landlords, realtors, apartment association)	Policy workgroup		
Identify experts to advise the NRC	Policy workgroup		
Identify vision and goals, disseminate to NAC	Policy workgroup		
Policy statement: DWT aims to add housing			
Try incentive program such as Star Landlord program			

## BUILDING SOCIAL CAPITAL

D. Organize/support neighborhood celebrations and social events			
Recommendation	Partner(s)	Range	Priority
Celebrate successes, identify methods and annually implement. Offer things on more of feedback from NAs, proactive about positive	NRC		
Create and identify ways	NRC		
Encourage NA to continue working with national celebrations such as National Night Out	NRC		



# BUILDING SOCIAL CAPITAL

2) Positively Influence Mayor's Expo			
Recommendation	Partner(s)	Range	Priority
Develop Leadership training offerings	Neighborhood Association Leadership Group		
Seek activity/learning opportunity between NA leaders and realtors, landlords, etc.	Move to leadership		
Rec and identify more non-educational programming	Will		
Get Apt. Advice to Expo			
Take a more active role in planning and implementing the event. Possibly nominate a member of NRC to sit on planning committee.	NRC		

# BUILDING SOCIAL CAPITAL

4) Outreach to at risk populations in neighborhoods			
Recommendation	Partner(s)	Range	Priority
Collaborations with food and schools	Neighborhood Associations		
Street dialogues with community social workers NROs	Delete- move to neighborhood associations		

## HOUSING AND ECONOMIC DEVELOPMENT

1) Provide updates of homeless coalition and add value/resources.			
Recommendation	Partner(s)	Range	Priority
Receive update for new board on status of program			
Share success stories			

## HOUSING AND ECONOMIC DEVELOPMENT

2) Market Point and Fix Up programs/ReNew			
Recommendation	Partner(s)	Range	Priority
Include on NRC website	Planning		
Work to revise rules for reimbursement for paint and fix up program (RPH apact) and advertise the program	Move to marketing		
Most applicable is Paint and fix up - create better awareness of available tools and resources	Move to marketing		

## HOUSING AND ECONOMIC DEVELOPMENT

3) Parking, Land, Housing, Zoning Use Policy Action			
Recommendation	Partner(s)	Range	Priority
Draft policy statement: form vs. use based policy (mixed-use neighborhood)	Move to overarching goals		
Review parking regarding 2 hour parking free on street parking, parking benefit district, parking minimums			
Find a neighborhood to pilot parking benefit district	Ongoing		

## CODE ENFORCEMENT AND PUBLIC HEALTH, SAFETY AND WELFARE POLICY

1) Policy Influence on absentee landlords/housing quality			
Recommendation	Partner(s)	Range	Priority
Clarify on the law, definition of problem tools available	Move to number 3 housing policy		
Review current policies and identify what is not being enforced or is not enforceable. Weed out exemptions position re: calling, enforcing the order to correct. Follow the "negative tone" of compliance orders to promote better reactions from the landlords/owners	Move to number 3 housing policy		

CODE ENFORCEMENT AND PUBLIC HEALTH,  
SAFETY AND WELFARE POLICY

2) Support expansion of NROs			
Recommendation	Partner(s)	Range	Priority
Need update/status report NRO program	In progress, guest speaker only, delete		

**CODE ENFORCEMENT AND PUBLIC HEALTH,  
SAFETY AND WELFARE POLICY**

5) Use resources for individuals – financial, food, insurance, substance abuse (one small group rec. eliminating this item)			
Recommendation	Partner(s)	Range	Priority
Training for NA in addition to available resources	Review County HUB resources		



# OTHER

1) Neighborhood asset mapping and support	Partner(s)	Range	Priority
Encourage NAs to participate in data gathering maybe in other NAs	Planning through Comprehensive Plan		

# OTHER

2) Neighborhood leadership training			
Recommendation	Partner(s)	Range	Priority
Grant for literature - maybe public document			
Leadership training day for NA leaders - both new and refresher	Neighborhood Leadership Group		

OTHER

3) Frame/mixed-use neighborhoods			
Recommendation	Partner(s)	Range	Priority
Draft policy statement	Overlap merge		
Statement			

# OTHER

5) Monitor officially recognized neighborhood associations and their neighborhood plans NSC with planning			
Recommendation	Partner(s)	Range	Priority