

# **Goosetown – Campus Neighborhood Plan**

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Losey Memorial Archway. Located at the west entrance to Oak Grove Cemetery

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## **Introduction**

The Goosetown-Campus Neighborhood Association was formed in 1999 to address the common concerns about the neighborhood from its residents. The group began to meet regularly and developed a list of neighborhood concerns and issues. In 2000 it sought out the help of the City Planning Department to prepare a detailed neighborhood plan that would address these issues. This plan is the third neighborhood planning effort undertaken by the City of La Crosse and the Planning Department. As part of a two-year process, Planning Department staff met monthly with neighborhood homeowners, residents, property owners, business owners, students, and representatives from local colleges and governmental agencies. Through these meetings, the "Neighborhood Group" identified current and potential future issues concerning the neighborhood. After the identification of these issues, recommendations were developed that attempted to address those concerns and guide future decisions concerning the neighborhood. After seven months of reviewing and refining those recommendations, the final plan was assembled and approved by the neighborhood group.

The purpose of this 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, neighborhood plans are 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.

## **Current Projects**

During the development of this plan several initiatives were undertaken which have begun to address some of the concerns of the neighbors. These include implementation of the Neighborhood RENEW Action Plan, the development of a new Unified Land Development Code, a neighborhood lighting survey, pedestrian lighting on Badger Street, modifications to the garbage collection contract, an ordinance regulating the use of furniture on porches, and the Police Department party patrol. The recommendations in this plan were not changed if work had begun on addressing an issue of concern, rather they were left in the plan to serve as both reminders and guides for continued work.

# Executive Summary

The Goosetown-Campus Neighborhood Plan contains three main sections. The first is an analysis of the current conditions that exist in the neighborhood, the second contains recommendations that were developed by the neighborhood group, and the third contains appendices to assist in defining the issues and conditions and in implementing the plan recommendations. The recommendations provide an outline and a framework for public and private initiatives and investments in the area over the next five to fifteen years. Some of the recommendations call for changes in existing policies and programs that may improve the quality of life in the neighborhood, as well as other areas of the City. The plan implementation section outlines those who are or may be able to assist in the implementation of recommended policies, strategies or projects.

## **Background**

Historically speaking, the Goosetown neighborhood has been one of the most diverse and tightly-knit areas of the City of La Crosse. The area got its name from the original settlers who raised geese in their backyards. Over the years, growth of the University of Wisconsin - La Crosse, Western Wisconsin Technical College (WWTC), and the City Housing Authority has led to the replacement of a majority of the original residences with campus buildings and surface parking lots. Unfortunately, a result of this progress has been the loss of the once close-knit feel of the neighborhood.

Today the area is faced with unique opportunities and challenges. The opportunities are in the form of possible partnerships between the institutions, the neighbors, businesses and various City departments and personnel. The challenges are due mainly to the neighborhoods' location between UW-L and WWTC, and the proximity to downtown La Crosse. This location, in conjunction with a highly transitory student population with over three-fourths of the housing stock renter-occupied, conflicts between property owners and tenants, and security problems often relating to excessive alcohol consumption has contributed to the loss of a sense of community. These issues, combined with an older, poorly-maintained housing stock, and the influx of numerous apartment complexes, led to the formation of the Goosetown-Campus Neighborhood Group and eventually, the development of this neighborhood plan.

## **Proposed Actions and Strategies**

This neighborhood plan was developed to be used as a guide to improve the overall quality of life for those who live in the neighborhood. 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 Goosetown-Campus plan recommendations are broken down into four sections: Community Building, Public Infrastructure, Security and Housing. There is a general statement of the current conditions at the beginning of each section followed by the recommendations. The recommendations are broken down into two columns. The left-hand column contains the specific goal statements followed by recommendations

pertaining to each goal. The right-hand column lists those who will be responsible for the implementation of the recommendation.

## **I. Community Building**

The goals of the Community Building recommendations are aimed at improving the sense of community and neighborhood pride for those who live, work and own property in the neighborhood. A better sense of community and better interaction between residents, property owners, businesses, and the institutions in the neighborhood were identified as the first step towards addressing many of the other concerns in the neighborhood.

The recommendations in this section focus on organizing groups that will work together to improve the physical look of the neighborhood. Physical improvements are often the simplest way to improve the neighborhood and can act as a catalyst for other projects. If physical changes are seen in the neighborhood, and they may be as simple as repainting a home or picking up litter in an alley, there is often the perception that things are getting done. Hopefully, a change in attitudes will result, so more become involved in addressing larger, more complex concerns. At the same time, these simple physical improvement efforts should foster interaction among everyone in the neighborhood and improve relationships between neighbors, possibly eliminating conflicts, such as excessive noise and vandalism.

## **II. Public Infrastructure**

The goals of the Public Infrastructure recommendations address the major concerns of the Goosetown-Campus Neighborhood Group. These major concerns are litter and garbage, the City's refuse and recycling system, enforcement of maintenance codes, lighting throughout the neighborhood, and improvements to traffic flow, parking, and pedestrian safety. Each of these issues was discussed at length throughout the 18-month planning process, and are major concerns for all.

The recommendations for this section focus on improved efforts by City staff and City contractors in the area of waste collection, recycling, and code enforcement. In addition, the standard operating procedures of the past need to be reexamined with more neighborhood input. The neighborhood group also realizes that those living and working in the neighborhood need to do a better job of complying with established City policies concerning garbage, recycling, and property maintenance. Part of this effort from the neighbors' perspective is to assist various departments in educating all residents and property owners on the services that are provided by the City. This ranges from distributing information on the proper garbage pick up day and when furniture and large items are picked up, to what is expected in terms of property maintenance and what services are available from the City, such as the boulevard tree program. In general, the Public Infrastructure recommendations call for many small changes to existing programs and policies that will greatly benefit the neighborhood and can be spread to the rest of the City.

### **III. Security**

The Security section goals are aimed at addressing issues related to excessive alcohol consumption and the many associated problems, as well as increasing the police presence in the neighborhood. These issues include excessive noise, vandalism, and violence (fighting), while at the same time pointing towards the inability of the police department to address some of these concerns. Although the police have stepped up their efforts in the neighborhood with the party patrol, they often need to catch the perpetrator in the act, whether it is noise or vandalism, and there are just not enough police available for this to happen.

The recommendations in this section attempt to address the problems of alcohol consumption beginning with the long-standing promotion of alcohol and alcohol related events in the City. The neighborhood group realizes this is a lofty goal and that there are many groups that have been working to address this problem for some time. The recommendations are aimed towards working with these groups and educating the public about the problems and alternative opportunities for entertainment.

In terms of police presence, the recommendations suggest increasing the funding for the police department in an effort to increase the amount of patrols in the neighborhood. In addition to squad car patrols, the recommendations also point toward more foot and bike patrols at critical times such as Thursday through Saturday nights from 10pm to 3am. The recommendations call for increased interaction with the neighbors and the neighborhood group, UW-L protective services, the WWTC security officers, property owners, and residents in the neighborhood.

### **IV. Housing**

The Housing section goals focus on upgrading the maintenance levels of the neighborhood housing stock, improving the quality of the housing stock, and maintaining the historical integrity of the neighborhood. Many of the goals of the housing section focus on improving the physical look of homes and apartments through increased maintenance efforts utilizing stronger code enforcement, encouraging more active management by property owners, and the exploration and expansion of property improvement assistance programs.

One of the most highly debated and discussed subjects in the preparation of this plan was the relationship between single-family homes, apartment buildings and apartment homes. In an effort to address this topic, the Neighborhood Group formed a recommendation to develop a "Density Plan" for the neighborhood in order to examine where different densities are desired. The final density plan will go hand in hand with several of the other recommendations, such as where rehabilitation funds might be used to upgrade housing stock, the effect of population densities on the neighborhood traffic patterns and many of the security recommendations.

Realizing that this neighborhood will always be made up of a highly transient population, the end goal of the Housing recommendations is to identify what the correct mix of single-family and multiple-family housing is. At the same time, the recommendations aim to improve upon the existing housing stock and draw on the historic aspects of the neighborhood as new housing is developed.

### **Plan Implementation**

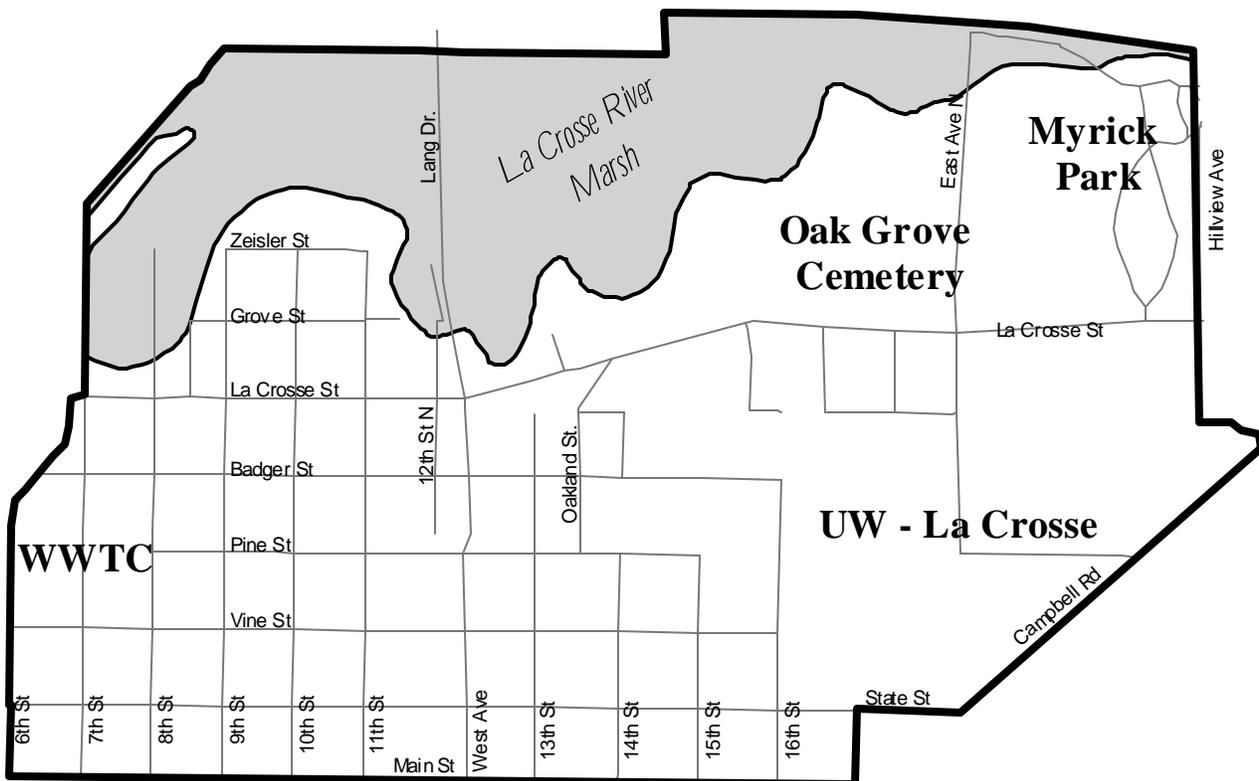
The Goosetown-Campus Neighborhood group has worked tirelessly over the past 18 months to develop this neighborhood plan. While there have been many highly-charged discussions during the development of the plan, the group is confident that the recommendations, if implemented, will greatly improve their neighborhood. Upon adoption of this plan by the Common Council, implementation of the plan recommendations 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 Group 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 work towards improving the overall quality of life in the City of La Crosse.

# Neighborhood Planning Background

## Neighborhood Boundaries

The planning boundaries for the Goosetown-Campus Neighborhood include all of the areas north of Main Street to the La Crosse River Marsh and between 6th Street on the West and Campbell Road on the East. This area also includes the UW-La Crosse and WWTC Campuses, Myrick Park and Oak Grove Cemetery.

Originally, the neighborhood boundaries extended to 22nd on the east from Main Street to Campbell Road, then to Losey Boulevard North. During the discussion of the recommendations, the group decided that this area had a significantly different makeup and different issues of concern than the area to the west of the Campus from Main Street to the Marsh. In addition, during the previous two years of meetings, there hadn't been any participation in the planning process by those with a vested interest in the "Eastern" Goosetown Area.



**Map 1 – Goosetown – Campus Neighborhood Planning Area**

## Selection to Receive Planning Services

The Goosetown-Campus Neighborhood is one of La Crosse's oldest, and much of the older housing in the neighborhood is in need of repair or is being purchased and converted into, or torn down and replaced by, apartment complexes for off-campus student housing. In 1999, a neighborhood group formed to address these and other neighborhood concerns. This group eventually approached the City Planning Department about preparing a neighborhood plan and pursuing Community Development Block Grant money for neighborhood projects.

## Neighborhood Plan Development

Through a series of community forums, neighborhood residents and the business community set the framework for the planning process by identifying the major issues facing the neighborhood. An additional major component of the planning process was a comprehensive neighborhood survey distributed to neighborhood residents.

Participants worked together to define the issues and develop strategies to address those concerns. Their goal was to formulate preliminary strategies for the most important neighborhood issues. More than 30 residents, property owners and institutional representatives volunteered to analyze these critical issues over a 19 month period.

## Planning Process Outcome

The outcome of this planning process is a set of plan recommendations that will enhance the quality of life and environment within the neighborhood. It is understood that the implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives. However, the Goosetown-Campus 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.

## Neighborhood Plan Implementation

There are two major steps for plan implementation:

- 1. Adoption of the Goosetown-Campus 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 Goosetown-Campus 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; private sector; grants; and neighborhood and business associations.

## Neighborhood Role in Implementation of Recommendations

Although the implementation of recommendations is not guaranteed, there are three strategic steps that may help implement the neighborhoods 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, City 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 residents, 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

## Community Networks in the Neighborhood

Community networks provide a structure for a neighborhood to organize, network and possibly implement the neighborhood plan. Community networks in the planning area or immediately adjacent to it are:

### Neighborhood and Business Associations

Goosetown-Campus Neighborhood Association  
La Crosse Apartment Owners Association

### Centers of Worship

Newman Center  
Sons of Abraham  
First Baptist Free Church  
Covenant Presbyterian Church  
First Evangelical Free Church  
Christ Episcopal Church  
Faith Lutheran Church

### Community Centers and Services

Forest Park  
YMCA  
Newman Center  
Wisconsin Lutheran Chapel and Student Center  
Ho-Chunk Nation Three Rivers House  
La Crosse Public Library  
New Life Pregnancy Counseling Center  
Lutheran Campus Ministries  
Crossroads Campus Ministries

### Child Care Centers

YMCA Day Care Center  
UW LA CROSSE

### Financial Institutions

Park Bank  
Teachers Credit Union

### Schools

Emerson Elementary  
UW-La Crosse  
Western Wisconsin Technical College

### Festivals

Oktoberfest  
UW - La Crosse Homecoming

### Parks and Open Space

Myrick Park  
Leuth Park  
RABBIT Trails  
Emerson School Playground

Roellig Park  
Burns Park  
Goosetown Park  
Oak Grove Cemetery

### Historical Sites

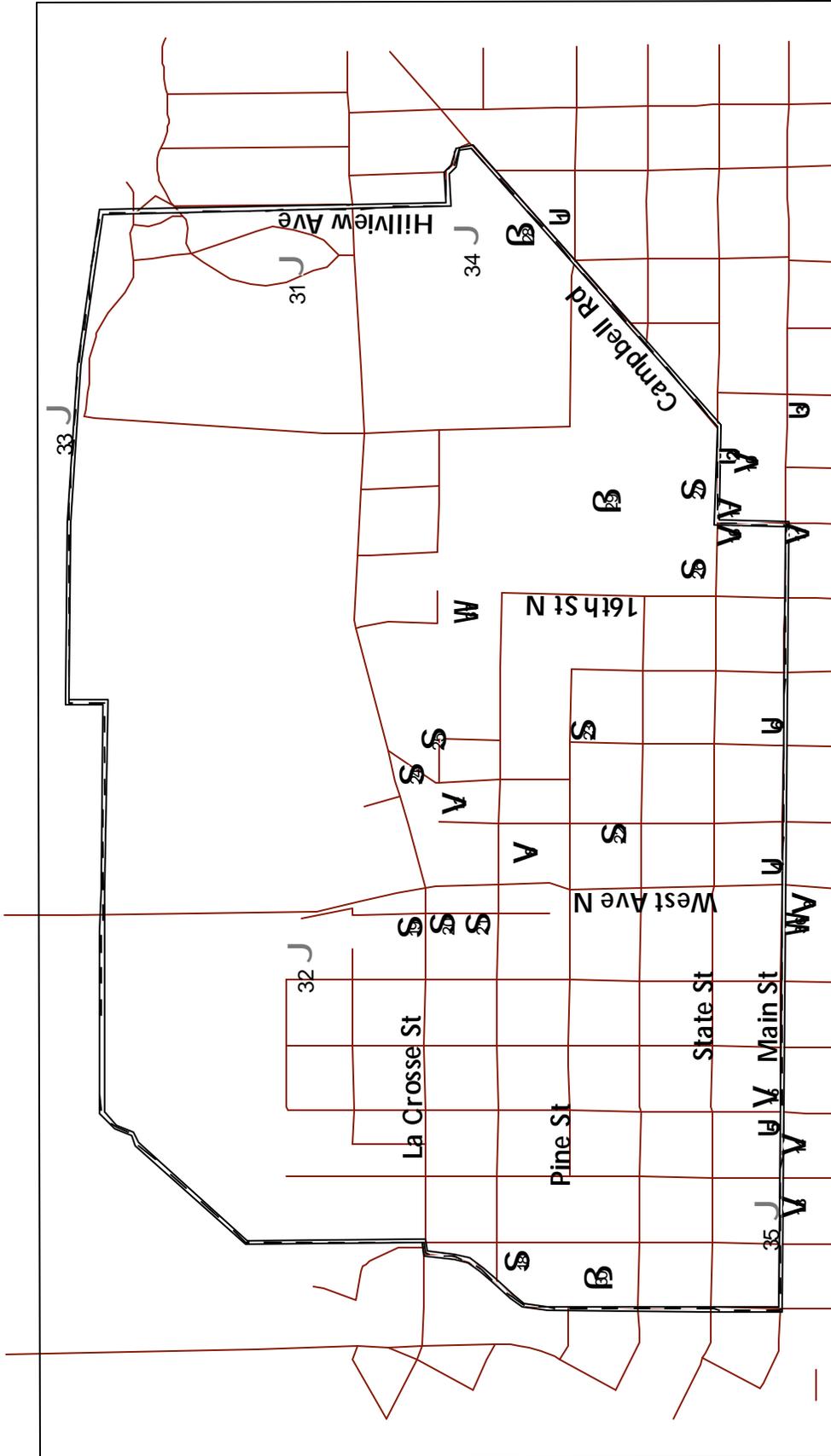
Hixon House  
Concordia Ballroom  
Shorty Swords Tavern (Howies Hoffbrau Haus)  
Rediske Cobblers Shop (Vacant)  
Schuberts Meat Market (Vacant)  
Burgmaiers Grocery Store (Munson Property Management)

UW-La Crosse - Goosetown Memorial  
Normal School (UW-La Crosse Morris Hall)  
UW-La Crosse - Main Hall

### Shopping Centers and Business Strips

Kwik Trip  
Campbell Road (Eagles Nest, Menucci's, Rocky Rococo)  
Subway/Beef Etc.  
Quillins (Campus)

# Map 2 – Goosetown – Campus Neighborhood Asset Map Area



Key	
	Goosetown Planning Boundary
	Roads
	Centers of Worship
	First Evangelical Free Church
	Newman Center
	Sons of Abraham
	Christ Episcopal Church
	First Baptist Free Church
	Faith Lutheran Church
	Community Centers & Services
	Forest Park
	YMCA
	Newman Center
	Wisconsin Lutheran Chapel and Student Center
	Ring Manor
	Hochunk Nation Three Rivers House
	La Crosse Public Library
	Historic Assets
	Hixon House
	Concordia Ballroom
	Shortly Sword's Tavern (Howie's Hoffbrau)
	Rediske Cobblers Shop
	Schuberts Meat Market
	Bugermalers Grocery Store (Munson Prop. Mgmt.)
	New Life Pregnancy Counseling Center
	Lutheran Campus Ministries
	Crossroads Campus Ministries
	Schools
	Emerson Elementary School
	UW-La Crosse
	Western Wisconsin Technical College
	Parks, Trails & Open Spaces
	Myrick Park
	Loath Park ("Sage Park")
	"Rabbit Trails"
	Cowley Field (Emerson playground)
	Burns Park
	Child Care Centers
	YMCA Day Care Center
	UWL Campus Child Center

## Neighborhood Vision Statement

The Goosetown and Campus Neighborhood Association will work collaboratively with citizens, property owners, organizations, business owners and educational institutions to create a safe, quiet and peaceful community for everyone.

Our goal:

- Promote an ethic of care and neighborhood responsibility.
- Consider and implement creative solutions to community needs.
- Monitor and observe ordinances and laws that maintain a healthy living environment.

## Identification of Neighborhood Issues

With the neighborhood vision statement in mind, the Goosetown-Campus Neighborhood Association identified four major issue areas as the main focus for the neighborhood. Goals were then developed for each of the major issue areas, and recommended strategies and solutions were then developed for each of the goals. The four major issue areas and associated goals are listed below:

### **Community Building Goals**

Goal 1: Improve the sense of community and pride throughout neighborhood revitalization projects and events.

Goal 2: Compile resource information to facilitate future actions in the neighborhood.

Goal 3: Partner with UW – La Crosse and WWTC to address neighborhood concerns and develop solutions.

### **Public Infrastructure Goals**

Goal 1: Reduce the amount of litter and garbage in the neighborhood.

Goal 2: Promote appropriate and more inclusive recycling.

Goal 3: Better enforce existing maintenance codes.

Goal 4: Improve the lighting throughout the neighborhood.

Goal 5: Improve the traffic flow and parking options in the neighborhood, and improve pedestrian safety.

### **Security Goals**

Goal 1: Develop solutions to excessive alcohol consumption and associated problems.

Goal 2: Increase police presence in the neighborhood to decrease the crime rate.

## Housing Goals

Goal 1: Increase maintenance levels and upgrade the neighborhood housing stock.

Goal 2: Take steps to encourage higher quality single family homes and higher quality rental properties.

Goal 3: Maintain the historical integrity of the neighborhood.

## NEIGHBORHOOD PROFILE – 1990 CENSUS DATA ANALYSIS

The timing of the preparation for the Goosetown-Campus Neighborhood plan was such that the results of the 2000 U.S. Decennial Census were not available. Therefore information from the 1990 U.S. Decennial Census was used to develop a profile of the neighborhood population characteristics. When the detailed 2000 Decennial Census Data becomes available it will be analyzed to verify and update the conclusions made from the 1990 data. Detailed Census Data and analysis is located in Appendix C. According to the 1990 Census, the Goosetown-Campus neighborhood is notable for the following:

**Total Population.** 7,048 people lived in the neighborhood in 1990, representing 14% of the City of La Crosse's population.

**Race and Ethnicity.** The racial and ethnic makeup of the neighborhood's population reflected that of the entire City of La Crosse's population. As in the rest of the City the neighborhood is predominantly white with the highest minority population being Asian or Pacific Islander.

**Age.** As expected in a neighborhood dominated by the University of Wisconsin La Crosse and also containing Western Wisconsin Technical College, the highest number of persons are in the 15 to 24 age group. This group comprised 71% of the neighborhood population in 1990, while the rest of the age groups had smaller and relatively similar numbers. This percentage of high school to college-aged persons is 46% higher than the rest of the City of La Crosse.

**Prior Residence.** In comparison with the rest of the City of La Crosse, the Goosetown - Campus neighborhood has a high percentage (71%) of new residents (within the previous 5 years). 55% of these new residents are from a different county in Wisconsin, reflecting the effect of UW-La Crosse and WWTC on the makeup of the neighborhood.

UW-La Crosse's enrollment in 1990 was 8757, with approximately 5868, or 67% living in off-campus housing. The 1999 enrollment was 9309, with approximately 6420 or 69% living off-campus (Off-campus numbers are approximate and not all live in the immediate campus neighborhood). The University has established future enrollment goals that will reduce this population by approximately one percent in each of the next three years.

**Families.** As a whole, in 1990 the neighborhood had around a 10 - 15% lower percentage of family households than the City of La Crosse average. Family households represented 44% of the neighborhood households compared to 55% for the City of La Crosse. Of the family households in the neighborhood, 57% were headed by married couples and 5% by single parents compared to 79% and 13% for the entire City.

**Income.** The 1990 median household income was approximately \$2,700 less than the City-wide average of \$21,947. The neighborhood's median family income was \$28,671 while the City's was \$30,067.

**Poverty.** In 1990, the neighborhood's poverty rate was 22% higher than City-wide at 41% compared to 19% for the City.

The poverty rates for children was 23% higher than the City rate with almost half of the children living at or below the poverty level.

The neighborhood poverty rate among those 65-years and older was 44% while the City rate was 11%.

**Housing Types.** In 1990, single-family homes accounted for only 37% of the neighborhood's housing units compared to 55% City-wide. The remaining 63% of the neighborhood's housing units had two or more units.

# Neighborhood Plan Recommendations

The Goosetown-Campus Neighborhood Association has developed recommendations aimed at improving the quality of life in the neighborhood. In the following pages, each issue is defined, the neighborhood goals are stated, and recommended actions are outlined along with the groups primarily responsible for implementation.

Implementation of plan recommendations by the City is not guaranteed. Plan implementation is contingent upon many factors such as: 1) the priority of the recommendation compared with other citywide initiatives; 2) available funding sources; 3) timing and feasibility of plan recommendations; and 4) the level of commitment from the residents of the neighborhood.

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# Community Building

## Neighborhood Goals

- Goal 1: **Improve the sense of community and pride throughout neighborhood revitalization projects and events.**
- Goal 2: **Compile resource information to facilitate future actions in the neighborhood.**
- Goal 3: **Partner with UW – La Crosse and WWTC to address neighborhood concerns and develop solutions.**

## Top Recommendations

1. Develop a neighborhood-based volunteer program.
2. Develop a City-wide paint and fix up program.
3. Develop an adopt-a-block program for litter control and general property maintenance.
4. Sponsor neighborhood social events.
5. Develop methods of communicating neighborhood activity information.

# I. COMMUNITY BUILDING

Throughout the neighborhood planning process, residents often commented that there was little sense of community and a lack of communication between neighbors. This situation occurs in many neighborhoods due to many reasons. Communication is a skill that is learned through example and we, as residents need to teach new residents. Also, this neighborhood has a large rental population because of its location between two campuses. Students graduate from the colleges and leave the area, other renters move on to different job opportunities, or leave for other reasons such as family. Consequently, room is then provided for other renters to live in this neighborhood and contribute in a positive way. As a community, we should educate young people as to needs and expectations of residing in a neighborhood, how to obey laws, and how to co-exist in a manner that benefits everyone who resides here. We need to show them a sense of community through our responsible behavior and positive attitudes.

The community building recommendations aim to improve the relationship between all residents, creating a healthy living environment for everyone. The philosophy is that a person who knows their neighbors on a first name basis is more likely to help their neighbors when needed and to live more responsibly. The recommendations are guidelines aimed at bringing all portions of the community together through different events, many of which work toward addressing some of the other issues in the neighborhood such as garbage and property maintenance.

## ***GOAL 1: IMPROVE THE SENSE OF COMMUNITY AND PRIDE THROUGH NEIGHBORHOOD REVITALIZATION PROJECTS AND EVENTS.***

- I.1.1. Develop a neighborhood-based program** that would identify volunteers willing to help property owners who need assistance with maintenance and rehabilitation of their properties.
- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix up program.** Recruit local investors and contributors of tools and supplies. Develop a paint and fix up program to replace the WHEDA program since the WHEDA Paint and Fix-Up program funds may or may not be available from year to year. The group should also urge WHEDA to reestablish the Paint and Fix-Up program. Establish a funding foundation and an extensive database of volunteers. Actively recruit volunteers at the Neighbors Day cleanup in April. Try to establish neighborhood connections between volunteers and those who need assistance.

Businesses could have set aside days and weeks to fix-up a block etc. Designate Neighbor-Helping-Neighbor type events and days. Utilize student volunteers from the Urban Plunge group from UW-L and develop other ways to recruit and organize neighbors and student helpers to improve housing, landscaping etc. in Goosetown.

**I.1.3. Work with other Neighborhood groups and the Refuse and Recycling Department to develop an adopt-a-block program for things such as leaf raking, shoveling, and general maintenance assistance.** The ongoing cleanup of the neighborhood will create a greater sense of pride. The creation of signs recognizing the adopting group or person should be investigated. This will assist in generating a higher level of accountability by the adopting group.

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group	Planning Department
Other Neighborhood Groups	UW-L, WWTC & Viterbo
Common Council	Refuse and Recycling Dept.
Refuse and Recycling Dept.	All Neighborhood Groups

***GOAL 2: COMPILE RESOURCE INFORMATION TO FACILITATE FUTURE ACTIONS IN THE NEIGHBORHOOD.***

**I.2.1. Work with High Schools, UW-L and WWTC to implement a service-learning component for classes. Encourage community service hours as a portion of course grades.** The service learning component will get students involved in neighborhoods and give them a sense of pride and ownership in their neighborhood.

The group should also investigate the expansion of the UW-La Crosse Involvement Center to include WWTC and Viterbo Students and interested community members.

**I.2.2. Sponsor neighborhood social events that promote getting to know neighbors.**

- Block Parties
- Neighborhood week
- Dances
- Live bands
- Neighborhood smoker for charity

**I.2.3. Develop ways of communicating neighborhood activity information.**

- Work to establish a monthly neighborhood section in the La Crosse Tribune and campus newspapers
- Create, update and improve neighborhood web pages
- Develop a student guide to services
- Neighborhood newsletters
- Develop or adapt the Lower North Side and Depot Neighbors' "Who You Gonna Call?" brochure for use in the Goosetown-Campus neighborhood
- Develop a College Website, or establish links from the College websites to the Neighborhood web pages
- Become involved in freshman orientation at the Universities and WWTC
- Include information on the neighborhood in the Alcohol Task Force neighborhood reference magazine
- Establish a housing resource library at the Public Library and at UW- La Crosse's Murphy Library and the WWTC Student Resources Building

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group	La Crosse Tribune
UW-L, WWTC	UWL, WWTC, Viterbo
School District of La Crosse	Planning Dept.
Neighborhood Businesses	Public Library
Goosetown-Campus Neighborhood Group	

***GOAL 3: PARTNER WITH UW-L AND WWTC TO ADDRESS NEIGHBORHOOD CONCERNS AND DEVELOP SOLUTIONS.***

**I.3.1. Seek HUD-sponsored Community Outreach Partnerships Centers (COPC) grants** to help colleges and universities apply their human, intellectual, and institutional resources to the challenge of revitalizing distressed communities. COPC provides competitive 2- to 3-year grants of up to \$400,000 to institutions of higher education to establish and operate Community Outreach Partnership Centers (COPCs). COPC is a 5-year demonstration program designed to help universities harness their resources to improve their nearby communities. The Goosetown-Campus

neighborhood, and the whole City, would be a prime candidate for this program because of the three institutions.

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
Planning Dept.

UWL, WWTC, Viterbo

# Public Infrastructure

## Neighborhood Goals

- Goal 1: **Reduce the amount of litter and garbage in the neighborhood.**
- Goal 2: **Promote appropriate and more inclusive recycling.**
- Goal 3: **Better enforce existing maintenance codes.**
- Goal 4: **Improve the lighting throughout the neighborhood.**
- Goal 5: **Improve the traffic flow and parking options in the neighborhood and improve pedestrian safety.**

## Top Recommendations

1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.
2. The Neighborhood Group should work with the Refuse and Recycling Department to educate residents and property owners about trash collection and recycling.
3. Encourage the City to enforce property maintenance codes more strictly.
4. Install more street and alley lighting.
5. Experiment with traffic-calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.

## II. PUBLIC INFRASTRUCTURE

Of the issues identified by residents of the neighborhood, garbage, traffic flow, pedestrian safety, and poor lighting are of major concern. The public infrastructure recommendations are aimed at addressing these concerns. The goal is to reduce the amount of litter and garbage throughout the neighborhood, increase pedestrian safety by reducing traffic speeds and improving intersection and mid-block lighting, and to maintain and improve the parks and recreation opportunities in the neighborhood. Improvements to the look and feel of the neighborhood will help create a greater sense of pride for residents and property owners and increase the appeal of the neighborhood.

### ***GOAL 1: REDUCE THE AMOUNT OF LITTER AND GARBAGE IN THE NEIGHBORHOOD***

#### **II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.**

The neighborhood group has identified garbage as their number one concern and the first factor in the deterioration of the neighborhood. In general, the garbage and recycling handling throughout the neighborhood is less than desirable. Currently the City's contractor for refuse collection picks up garbage once a week and recyclable materials every other week for all apartments with four or less units. For apartments with more than four units, the owner of the building is responsible for providing garbage and recyclable material removal. In most cases apartment owners contract with a company that provides a dumpster and weekly pickup of the refuse.

The following list details several issues that the neighborhood group feels need to be addressed concerning refuse and recycling handling in the neighborhood.

**1-a. *Revisit the Garbage Collection Contract.*** The group has expressed an almost unanimous agreement that the contractor is not held to a high enough standard in their efforts to collect garbage in the neighborhood. In this regard, the group feels that the contract should be very specific in regards to the responsibility of the collection personnel, the City, residents, tenants, and property owners. The Neighborhood group also requests the opportunity to review the RFP and the final contract for garbage collection services each time it is bid or renewed. Specific items to be addressed in the current contract or in future contracts are:

- Develop a uniform system for residents and businesses to put out their trash. Establish a uniform garbage can and size for all

properties. Preferably hard flexible plastic cans resistant to cracking in cold weather – possibly recycled plastic material. The number of cans should be based on the number of occupants per dwelling.

- The group explicitly requests that the Goosetown-Campus neighborhood be the test area for a toter system of automated garbage collection. Several Wisconsin cities, such as Appleton and Milwaukee, have enacted uniform, city-issued garbage and recycling container programs. The driver does not have to get out of the truck with this type of system. This reduces the number of trash cans and bins in the alleys and streets. This eliminates the problems with garbage bags being thrown next to cans, lids blowing off, dogs knocking over cans, etc. One possible drawback that needs to be researched is the possible hindrance to recycling that this system may have. Because the driver does not handle the garbage cans, they lose control over what is in the cans. Most of these types of collection systems utilize video cameras to allow the driver to screen the trash as it is dumped into the truck. Those homes with recyclables mixed in the trash are then noted and given a written warning, with fines as an eventual result if the violation is repeated.
- More timely pick up of trash, especially at the beginning and end of the University school year. The City garbage collection contract should include two pickups per week in the neighborhood at the beginning and end of the semester. An additional amendment to the agreement is to have weekly pickups of furniture and large items during these times.
- Upon successful revision to the garbage collection contract, ensure that the specifics of the contract, such as those mentioned above, are adhered to.

**1-b. Refuse and Recycling Code enforcement.** More frequent inspection of property and stronger enforcement of ordinances concerning garbage, obnoxious weeds and trash in the area.

**1-c. Install garbage cans at bus stops in the neighborhood and at corners of high pedestrian traffic.** Due to the number of students living in the neighborhood, the pedestrian traffic throughout the neighborhood is very high. To assist these pedestrians in finding garbage cans, the City should install park-style garbage cans along major pedestrian corridors such as Badger Street and Pine Street. In addition, there should be at least one garbage canister at each bus stop in the neighborhood and the City. The City should look into a consistent model to install at all bus stops.

**II.1.2. The ordinance concerning indoor furniture (i.e. couches and reclining chairs) on uncovered porches, roofs or in yards needs to be more strongly enforced.** This is a common practice throughout the neighborhood. These old and ragged couches are of low value and are often used as outdoor furniture in nice weather. The code prohibits furniture on rooftops and limits them to 48 hours on porches and lawns. The couches are rarely ever moved back inside, especially after they are rain damaged, and the presence of furniture on the lawn or on a porch does not reflect well on the neighborhood or the City.

- Discourage and eliminate the common practice of hanging beer banners and profane personal messages on banners attached to the outside of homes and apartments in the neighborhood. This should be done by enforcing the existing ordinance on sign size in residential neighborhoods (maximum of two square feet allowed), and through the modification of the ordinance concerning signs and banners on utility poles and across streets (ordinance 7.04 (G)) to include a ban on banners attached to homes and apartments as well. Another method of addressing this concern is by including restrictions in the sign ordinance or residential maintenance sections of the City's zoning code revision.

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
Refuse and Recycling Dept.  
Public Works Dept.  
Apartment Owners Association/Apartment  
Owners

Apartment Tenants  
Building and Inspections Dept.  
Public Works

***GOAL 2: PROMOTE APPROPRIATE AND MORE INCLUSIVE RECYCLING***

**II.2.1. The Neighborhood Group should work with the Refuse and Recycling Department to educate residents and property owners about trash collection and recycling.** This can be done by continuing to assist the Refuse and Recycling Department by distributing flyers and signs throughout the neighborhood on the proper trash collection days and regulations concerning what to put out for garbage pickup and recycling, especially at the beginning and end of school semesters. This needs to be an ongoing effort by the neighborhood group as the makeup of the neighborhood is constantly changing.

**II.2.2. The City should expand the recycling program to include more recyclable materials - especially plastics.** There have been numerous requests from residents throughout the city that the recycling program be expanded to include plastics, Styrofoam and other materials currently burned at the Xcel Energy Plant (formerly NSP). La Crosse looks to be several years behind to those moving or visiting from other cities that have commented negatively about the practice of burning recyclable materials. With the EPA's reclassification of the plant as a large municipal waste combustor in 2000, it seems like an appropriate time to expand the recycling efforts in La Crosse and reduce the amount of refuse being burned and being sent to the county landfill.

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
Refuse and Recycling Dept.  
Apartment Owners Association/Apartment  
Owners

Common Council  
La Crosse County

***GOAL 3: BETTER ENFORCE EXISTING MAINTENANCE CODES***

**II.3.1. Encourage the City to enforce property maintenance codes more strictly.** The City must become more proactive in enforcing the existing maintenance codes for all properties in the neighborhood. Provide options for fixing up owner-occupied property if the owner is physically unable or cannot afford to - such as the WHEDA Paint and Fix-Up program, housing rehabilitation loans and other creative solutions to assisting neighbors who cannot afford to paint or fix a problem with their home. Enforcement should be just as strict for owner-occupied and non owner-occupied dwellings.

**II.3.2. The neighborhood group and the City should encourage and assist neighbors in trimming bushes and "opening up" the sidewalks for pedestrians.** In some areas vegetation hangs over the sidewalks and creates a dark passage at night. Trimming these overhangs and bushes will open the sidewalk up to more light and create a safer path for pedestrians. Also encourage trimming of bushes around the house and property so it looks neater and more hospitable. Work with the Building and Inspections Department to locate homes which have received complaints or are repeat offenders of maintenance codes and offer assistance from the group to trim bushes, do yardwork, and generally clean up the property.

**II.3.3. Work with apartment owners to mitigate code violations through better self-inspection of properties.** Assist property owners in distributing information on refuse and recycling to tenants through marketing, signs at buildings and brochures and door hangings with garbage and recycling information. Develop a recycling refrigerator magnet with all of the pertinent garbage and recycling information to distribute to property owners and residents in the neighborhood. Another idea for the Goosetown-Campus neighborhood group is to build garbage receptacle racks for residents of the neighborhood. The implementation of this idea would only be necessary if no changes are made to the current garbage collection methods.

**Implementation Responsibility:**

Goosetown-Campus & other Neighborhood Groups	Building and Inspections Dept. Apartment Owners Association
UWL, WWTC and student volunteer organizations	Refuse and Recycling Dept.

***GOAL 4: IMPROVE THE LIGHTING THROUGHOUT THE NEIGHBORHOOD***

**II.4.1. More street and alley lighting.** Poor lighting was identified as one of the major concerns of residents through a neighborhood survey and at neighborhood meetings. Appendix F contains an executive summary of a lighting survey done by UW-La Crosse students in 2001. The majority of the comments focus on dark sections of the streets and alleys which could be unsafe to walk down at night. The City should conduct a night mapping survey of the neighborhood to determine dark areas that may potentially be unsafe for pedestrians. The resulting map would then be used to determine where new street light installation would be necessary.

- More pedestrian scale lighting along walking corridors. Identify pedestrian corridors and where additional lighting is needed. The City should also explore the possibility of decorative pedestrian scale street lighting throughout the neighborhood or at least on major pedestrian corridors such as Badger Street and Pine Street.
- For alley lighting, which is not paid for by the City, the neighbors should develop a cost sharing contract to install and pay electricity costs for motion detection lights. These lights would increase the safety of the alleyway and at the same time will not continuously contribute to light pollution. The City should also examine a method to establish funding for alley lighting throughout the City.

**Implementation Responsibility:**

Public Works  
Goosetown-Campus Neighborhood

Common Council  
Planning Dept.

***GOAL 5: IMPROVE THE TRAFFIC FLOW AND PARKING OPTIONS IN THE NEIGHBORHOOD AND IMPROVE PEDESTRIAN SAFETY***

**II.5.1. Experiment with traffic calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.** With the number of students in the area there is a heavy amount of pedestrian traffic. Measures need to be taken to improve the safety and speed of pedestrian routes to and from UW-L and WWTC. There are several types of traffic-calming measures that may be effective in the area (See Appendix J for traffic-calming examples). Pilot or test projects could be undertaken in the neighborhood with feedback coming from neighbors, motorists, and pedestrians using the facility. This would eventually lead to a decision on ways to increase pedestrian safety along the pedestrian corridors between UW-L and WWTC (Badger, Pine, and Vine Streets).

**II.5.2. Formulate a plan to make the West Ave corridor safe for pedestrians to cross with the target area being La Crosse Street to Cass Street.** Promote the study of alternative methods of crossing this thoroughfare or decreasing traffic speeds to increase pedestrian safety. Possible avenues of research are in traffic calming, signal synchronization, pedestrian activated lights, force pedestrian crossing on one street only, a pedestrian bridge or tunnel, or an auto viaduct.

- Add stoplights at West Avenue and Pine Street. This intersection is one of the most dangerous ones in the Neighborhood and possibly the City for pedestrians. A pedestrian activated stoplight, such as the one on the 2200 block of Losey Blvd., would be one possibility to increase safety for pedestrians.

**II.5.3. Encourage businesses to plant boulevard trees, plant grass in their medians, and do general landscaping around their buildings.** Mainly pertains to the major corridors of West Ave and La Crosse Street, and their intersection, but should also be expanded to areas around WWTC and UW-L, especially in the parking lots. The group should work with the City Forester to distribute information on the City Boulevard tree-planting program and encourage residents and property owners to participate in the program and plant additional trees on their property.

Seek TEA-21 Enhancement funding for West Avenue from Cass to La Crosse Street, and La Crosse Street from Oakland to 4<sup>th</sup> Street. Do streetscaping improvements similar to 7th Street project from Cass to La Crosse Streets. The streetscaping would include brick pavers, boulevard trees and shrub planting and crosswalk improvements along these major corridors through the neighborhood. In addition, the project could include a neighborhood entrance feature at the intersection of La Crosse Street and West Avenue.

**II.5.4. Encourage the colleges to continue to address the problem of parking and develop on site parking solutions, such as ramps instead of surface parking, when possible. Also encourage continued utilization of MTU, biking and walking.**

**II.5.5. Do a sidewalk survey and mapping project to identify those sidewalks in need of repair and widening to meet ADA specifications.** Identify sidewalk improvement projects in the Capital Improvement Budget.

**II.5.6 The neighborhood group recognizes the importance of bike lanes and trails to the transportation network of the neighborhood.** The group realizes that the current neighborhood conditions of congestion and limited parking during the school year do not lend themselves to the creation of new bike lanes and trails. If a feasible way to add biking and walking options is identified, the group will pursue them and support the new routes.

**II.5.7 Work with the Allied Health Center group to address the increased traffic in the neighborhood.** Stop the razing of homes in the neighborhood for surface parking; encourage the center to spend money on an aesthetically pleasing ramp. Work with the United Coulee Region's Transportation Management Association (TMA) to promote and establish a shuttle between the facilities that employees must use, or assist in the promotion of the MTU between campuses. Increase the dollar amount of parking fines in the area.

**II.5.8. Encourage the beautification of open spaces by upgrading general maintenance, adding tree rows, park expansion and new parks where possible.** Encourage theme planting by the City in parks and other public spaces and suggest property owners follow suit.

**II.5.9. Install more stop signs at troublesome intersections throughout the neighborhood and/or remove parking from areas near intersections to improve visibility for crossing motorists.**

- 14<sup>th</sup> and State St.
- 14<sup>th</sup> and Vine St.
- Campbell and Pine St.

**Implementation Responsibility:**

Traffic Engineer  
Goosetown Campus Neighborhood  
Planning Dept.  
La Crosse Area TMA  
La Crosse Area BPAC  
Engineering Dept.

Park & Rec. Dept.  
Capital Budget  
UWL, WWTC  
Public Works  
Health Science Center  
Consortium

# Security

## Neighborhood Goals

Goal 1: Develop solutions to excessive alcohol consumption and associated problems.

Goal 2: Increase police presence in the neighborhood to decrease the crime rate.

## Top Recommendations

1. Increase non-alcoholic opportunities (City-wide, not just for campuses or students) to remove the emphasis on alcohol, and reduce the problems associated with alcohol consumption
2. Increase the number of Neighborhood Watch Groups in the neighborhood.
3. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.
4. Increase the City budget to pay overtime and hire additional police officers.
5. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood

### III. SECURITY

The Goosetown-Campus Neighborhood is confronted with unique problems in the City of La Crosse due to its location between the University of Wisconsin – La Crosse and downtown. It is well known that many College students like to let off steam by “going out” which more often than not involves alcohol. The consumption of alcohol can be directly linked to a wide spectrum of problems from the annoying behavior, to minor and major crimes in the neighborhood. The following security recommendations are aimed at addressing the problem of excessive alcohol consumption, mainly by students, and the resulting problems of excessive noise, litter and vandalism throughout the neighborhood.

To address these problems the neighbors will have to work diligently with various City Departments, the University (both the Administration and the Students), business owners, the Apartment Owners Association and property owners. Police involvement will need to be an integral component in addressing these issues. Because the nature of the problem is so deeply ingrained in the student culture and the causes of the problems are so difficult to address, work on the security issues of the neighborhood will have to be a collaborative effort. The Compass 2 Plan Substance Abuse Section should also be utilized in addressing these social problems and their causes.

#### ***GOAL 1: DEVELOP SOLUTIONS TO EXCESSIVE ALCOHOL CONSUMPTION AND ASSOCIATED PROBLEMS.***

- III.1.1. Increase non-alcoholic** opportunities (City-wide, not just for campuses or students) to remove the emphasis on alcohol, reduce the problems associated with alcohol consumption, and to provide other events for all ages as a place to socialize, build understanding and strengthen relationships.

Work with the City and festival coordinators to reduce the focus of alcohol at existing events (i.e. Oktoberfest, Riverfest) and work with the tavern league to reduce alcoholic opportunities at local taverns (i.e. All you can drink specials, quarter taps). *Encourage the Oktoberfest committee to return to a single weekend festival and to offer more alcohol free events during the fest.*

- III.1.2. The Goosetown-Campus Neighborhood Association should discourage the City from allowing block party permits within the neighborhood boundaries.** In the past, block parties have been negative events for the majority of neighborhood residents and property owners. These parties are focused around alcohol consumption and are often "legal" in that they have obtained a block party permit from the City. The association should encourage the City to develop new policies to restrict and/or prohibit block parties. If an all-out restriction is not attainable, the group will work with the City to modify the permitting process. Some examples of

modification to the permits include notifying property owners of the application for a block party permit by a tenant before the permit is granted, a cash deposit for possible cleanup costs, police service, and property damage, or a ban on alcohol consumption for the entire area of the block party.

- III.1.3. Increase the number of Neighborhood Watch Groups in the neighborhood.** Currently there are no neighborhood watch groups in the neighborhood. Neighborhood Watch operates to educate participants in the principles of deterrence, delay, and detection. The group then works as eyes and ears of the neighborhood and reports suspicious activity to the Police Department. The watch groups also foster interaction between neighbors through meetings and the National Night Out. The increased interaction between neighbors will assist in providing a sense of community in the neighborhood and promote safety through self-policing.

In addition, the Neighborhood Association should work with the Police Department to encourage and recruit renters to participate in the program. With a high percentage of rental properties, the neighborhood needs active participation in a "Tenant Watch" program. If possible the Police Department should utilize interns to recruit and coordinate the tenant block captains (as well as regular block watch captains) at the beginning of each academic year. The interns could be recruited from the WWTC Criminal Justice program, UW-L or Viterbo, and could work for course credits.

An additional component of this program is to work with apartment owners to ensure that they have information on the Block Watch and Tenant Watch Programs which they should distribute to their tenants when they move in. The group will also work with the Police Department and the apartment owners to implement the Crimefree Multi-Housing Program. More information on the Block Watch and Crimefree Multi-Housing programs can be found in Appendix I.

- III.1.4. Work with the Police Department to establish a program similar to the Powell-Hood Parks, Hamilton School Neighborhood "Project Watchdog" program.** This program was initiated by neighbors concerned with crime throughout the neighborhood. The program objectives are to discourage excessive noise, vandalism, theft, and other somewhat smaller crimes through a mobilization of concerned residents. The program structure is based on block captains who distribute information on meetings and anti-crime messages to the homes and apartments on their block. Meetings are held quarterly by block and focus on crime-related issues and how to effectively deal with them. There is also a patrol element to the group that is done on foot and in cars at different times. The patrol

group has four cell phones used to keep in contact with one another and, in an emergency, with the police. The patrol group was originally a more formal entity with a logbook that was signed by all who did patrols. It is now somewhat less formal, but patrols are still done regularly. The Goosetown-Campus Neighborhood has a strong foundation for a similar program and should encourage participation by apartment/rental tenants as well as homeowners.

**III.1.5. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.** The Campus police, residents and apartment owners could assist the City police in determining the best times and locations to increase patrols, help identify individuals and could report problems directly to the City police officers. There is a need to integrate the computer software platforms and data sharing between capabilities of the two departments for better access to records and reports by both. There should also be an examination of the processes of each department as to what questions need to be asked at the scene to be more useful in the data processing stage.

**III.1.6. Issue more noise and disorderly conduct citations.** Noise was identified as one of the major problems in the neighborhood and it extends beyond the typical “beer party” noise of music and voices. While this noise is a major problem and requires increased enforcement, there is additional noise between 1a.m. and 3a.m. when the tavern goers return home. There have been reports of screaming, profanity-laced arguments, and noise making such as banging garbage can lids together, throughout the neighborhood. These violations often occur on the front sidewalk or alleyway of single family homeowners and apartment tenants who are then awakened and often frightened by possible confrontations. The police and the neighborhood group need to work together to develop a strategy for catching the suspects in the act and fine or prosecute them to the highest level possible.

Work with the Police Department to ensure that apartment owners are notified when their tenants are issued a noise violation. These notifications must come as soon as possible after the citations are issued so the property owner can address the violator immediately after the ticket was written and hopefully curb the number of future violations. The group also encourages the Common Council to direct the Police Department or Municipal Court to provide a notice to apartment owners when one of their tenants is cited for selling malt beverages without a license.

The group also encourages the Plan Commission and Common Council to consider amendments to the existing code to change the methodology concerning warnings for noise violations (don't give warnings) and to increase the penalties for first, second and third time noise violators.

Examine the possibility of posting municipal violations on the Internet. This recommendation is aimed at providing an additional level of accountability for violators of ordinances, especially noise and disorderly conduct. Certain violations, such as underage drinking, would not be the focus of this public posting of violations. The list would provide rental property owners with a list of offenders and possibly aid them in addressing the problem prior to a reoccurrence, or as they select future tenants.

- III.1.7. Use existing programs or develop new ones to educate students and residents on responsible alcohol consumption.** Student drinking parties were identified as the major cause of security concerns in the neighborhood. Education is one step toward better behavior on the part of students consuming alcohol. UW-La Crosse, WWTC, Viterbo and the Alcohol Task Force have been dealing with this issue for many years and a number of programs have been developed to address these problems. The neighborhood group should become involved in these programs and offer the students a residents and property owners perspective on these same issues.
- III.1.8. The promotion of beer and alcohol has been identified as a major contributor to the problem of excessive alcohol consumption and the associated neighborhood problems.** The Neighborhood Group should work with area retailers (taverns, convenience, grocery and liquor stores), to scale back on the promotion of beer and alcohol to students, and work with the tavern league and Alcohol Taskforce to discourage binge drinking through changes in promotions and advertising language. This should include an examination of minimum drink prices in relationship to time of the day and the promotion of late night and all-you-can-drink specials.
- III.1.9. Evaluate the pros and cons of the MTU safety bus and work with the MTU, Student Association and the University to make adjustments to the program as needed.** The “safety bus” is a portion of the MTU's U-Pass program, which provides UW-La Crosse students unlimited bus ridership and increased service times throughout the day. The safety bus portion of the program runs from 11:00pm to 3:00am, Thursday through Saturday, and provides an alternative to students walking home from the bars, or driving, and removes them from the neighborhood sidewalks at the early morning

hours. The goal of the safety bus is to reduce the number driving home from the bars, decrease the chances of assault, reduce problems downtown when the bars close, and hopefully reduce vandalism, loitering, noise and violence between downtown and the Campus area.

The group should request continued updates from the program coordinator on how successful the safety bus is in regard to the stated goals, and to create an open dialog between the residents and property owners that are affected by the operation of the safety bus.

**Implementation Responsibility:**

UW-L	Apartment Tenants
WWTC	Project Watchdog Group
Goosetown-Campus Neighborhood Group	UWL-Protective Services
Alcohol Task Force	Plan Commission
Public Works Dept.	Municipal Court
Common Council	Neighborhood Retailers
Planning Dept.	Downtown Businesses
Police Dept.	MTU
Apartment Owners Association/Apartment Owners	

***GOAL 2: INCREASE POLICE PRESENCE IN THE NEIGHBORHOOD TO DECREASE THE CRIME RATE.***

**III.2.1. Increase the City budget to pay overtime and hire additional police officers.** The Goosetown-Campus neighbors have expressed a desire to see an increased police presence in their neighborhood. Realizing that there are limited financial resources to pay for additional police officers, the group will encourage and support the Police Department in efforts to hire additional patrol officers and pay overtime for date- and time-specific patrols in the neighborhood through the capital budgeting process. The group would also like to assist in the exploration of other funding options in the form of Federal and State Grants.

The increased availability of officers and overtime hours would be aimed towards an **increase in walking patrols throughout the neighborhood** and increased patrols by CSE officers and the Police Auxiliary as additional eyes and ears for the neighborhood. The neighborhood group would like to work with the Police Department to develop or improve the scheduling of targeted patrols for specific days of the year (e.g., start of new semesters, Oktoberfest) and times of the night that have been problems in the area for many

years. The residents have seen consistent dates and times when increased patrols would be beneficial and would hopefully discourage much of the negative behavior that has been occurring over the years. It is hoped that this schedule could be publicized or shared with the neighborhood group. The group will also work to examine the feasibility of early patrols aimed at confronting "students" before parties get out of hand, to remind them of the laws and let them know officers will be around and will be back to check on their party (This is similar to the neighborhood walk the group did in May of 2000 with Lieutenant Berndt). The timing of the visits needs to be unpredictable so students/party goers do not figure out when they need to behave. In addition, there should be late patrols, 1a.m. to 3a.m., Thursday through Saturday, to discourage the after-bar crowd from vandalism, excessive noise and drinking-influenced negative behavior.

The group would also like to encourage the City and the Police Department to change the policy regarding the use of cadets and especially auxiliary police in regard to their use as additional patrols in the neighborhood during peak party hours. This seems to be an underutilized group that could work as an extension of the regular police force during these high demand hours.

**III.2.2. Explore participation in the Officer Next Door and Teacher Next Door programs utilizing federal or private funding.** These programs offer housing for Police Officer's and Teachers in designated revitalization areas at 50% off the market price of the home. As a tradeoff, the police officers both live and work in the neighborhood and provide the neighborhood with an increased sense of security and full-time police presence. Teachers living in the neighborhood serve as mentors, inspiring role model, and as a living link between the classroom and the community. The neighborhood group supports these programs, or programs of a similar nature, with the stipulation that only federal funds are used for the program and not local tax money.

**III.2.3. Explore options for increased community service work through the City, County, University, and WWTC grounds crews, as well as other departments with manual labor duties.** The City Municipal Court does not typically order community service for guilty parties. If community service is ordered the supervision is done through the City Police Department for juveniles and the State probation and parole system for adults. The current policy of not ordering community service is in part due to the limited resources of the Police Department to administer the supervision for community service projects. It is hoped that additional supervision for juvenile violators can be provided at little additional cost

through other City departments and the educational institutions. Increased community service is seen as a stiffer punishment for offenders than simply paying a fine. It will also force the offender to work towards improving the appearance of the neighborhood and the community.

The neighborhood group would also like to explore the idea of requiring the violator to be confronted by the victim in a controlled environment (this could also be done as an alternative to a few hours of community service). Often through these confrontations the offender, especially juveniles, is made aware of who their actions have impacted and can go a long way toward decreasing repeat offenses. The examination of this type of sentencing should be coordinated with the UW-La Crosse's Student Life Office which has done violator-victim confrontation meetings in the past with their students.

**III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.** Some of those initiatives may include:

- Initiating Neighborhood watch/tenant watch programs
- Securing funds for increased police presence in the neighborhood
- Reporting issues
- Developmental actions such as restitution
- Establish an adopt-a-block program
- Work towards establishing links between residents, students, property owners, and city government (see community building recommendations)

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
Common Council  
Police Dept.  
Planning Dept.

Municipal Court  
UW-L, WWTC, Viterbo  
Alcohol Task Force  
Apartment Owners

# Housing

## Neighborhood Goals

- Goal 1: Increase maintenance levels and upgrade the neighborhood housing stock.
- Goal 2: Take steps to encourage higher-quality single-family homes and higher-quality rental properties.
- Goal 3: Maintain the historical integrity of the neighborhood.

## Top Recommendations

1. Create a Housing Resource Website and information library to inform residents about general housing issues, home-ownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives.
2. Educate residents (owners and tenants) about the responsibilities of maintaining their properties, as well as those issues involved with ownership and renting responsibility.
3. Encourage more "Active-management" on the part of property owners.
4. Develop a neighborhood "Density Plan" along with a rezoning, if necessary, of the entire neighborhood.
5. Promote Historic preservation of buildings.

## IV. HOUSING

The existing housing stock in the neighborhood is made up of older, single-family homes, homes converted to multiple units for student rentals, and larger apartment complexes mainly built as student rentals. The older housing stock is rapidly deteriorating or disappearing and being replaced by apartment complexes. The housing recommendations aim to address these issues, provide ways to upgrade the housing stock of the neighborhood, and provide replacement-housing stock that fits into the neighborhood.

1990 Census Bureau numbers show that approximately one-fourth of the neighborhood's housing units were owner occupied while this number was about one-half for the city as a whole (2000 Census data was not yet available). The Census figures for the City in 2000 estimate that owner-occupied housing units were somewhat higher, but, in general, still account for around one-half of all housing units. The neighborhood has seen a strong increase in new construction from 1990 to 2000 mainly in the form of apartment complexes, which have been built to replace older single-family structures. This trend is predicted to continue as long as there is demand for additional rental units in the neighborhood.

The neighborhood survey results indicate that some neighbors are in favor of upgrading neighborhood housing through better maintenance and an increase in owner-occupied structures, including owner-occupied multiple-unit dwellings. The neighborhood survey results also indicate that the overall housing stock in the neighborhood needs to be upgraded through general property maintenance. Stricter code enforcement will be a key component in improving the housing condition in the neighborhood.

### ***GOAL 1: INCREASE MAINTENANCE LEVELS AND UPGRADE THE NEIGHBORHOOD HOUSING STOCK.***

**IV.1.1. Create a Housing Resource Website and information library to inform residents about general housing issues, home ownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives.** In conjunction with the development of a neighborhood web site, the neighborhood group should develop a hard copy version of the information that is put on the web. This information will inform people about the City codes, provide them with contact information and provide information on possible resources for property improvement. The library could include:

- \* History of the Neighborhood
- \* HOME Program Information
- \* Housing Rehab and Replacement Program Information
- \* City Maintenance Codes
- \* Garbage and Recycling Collection information

- × WHEDA Homebuyer Information
- × Coulee Community Action Program (CAP) Information
- × Information about various lending institutions and programs
- × Contact information for reporting problems
- × Links to Inspections
- × Links to UWL, and WWTC Programs
- × Neighborhood Watch Information

**IV.1.2. Create a program to recognize property owners who rehabilitate or keep up their properties.** Reward those property owners who have upgraded the condition of their home by honoring them with an annual award at the neighborhood association year-end picnic, and seek publicity for them in the La Crosse Tribune and neighborhood newsletter. Sponsor a Goosetown-Campus property owner award tour to showcase the award winning properties and educate other property owners about possible improvements.

**IV.1.3. Educate residents (owners and tenants) about the responsibilities of maintaining their properties, as well as those issues involved with ownership and renting responsibility.** Develop a brochure on the primary dwelling and zoning code regulations and violations. It should also indicate whom to contact for particular problems. The brochures should be distributed to neighborhood groups and schools to help distribute it to neighborhood residents.

**IV.1.4. Encourage neighborhood participation in the new City initiative on dealing with neighborhood deterioration named Neighborhood RENEW.**

**IV.1.5. The Zoning and Inspection Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.** The Inspection Department should provide all properties given orders or citations with reference brochures that steer the offenders to neighborhood groups, the City's Housing Rehabilitation program, the Apartment Owners Association, and/or other appropriate resources that may be able to assist the property owner in complying with the City's codes. Encourage neighbors to begin a regular dialog with neighbors and adjoining property owners.

**IV.1.6. The Common Council should approve any expenditure required to upgrade the Inspection Department computers so that a simple tracking program could be initiated.** This recommendation was included in each of the other neighborhood plans and the Building and Inspection Department is presently taking steps to acquire the appropriate software.

**IV.1.7. Improve follow-up on properties with ongoing code violations.** The Inspection Department should more frequently issue additional citations for ongoing code violations. An increase in the amount of the fines for ongoing or repeat offenses within a twelve-month period should be considered.

**IV.1.8. Encourage more "Active-management" on the part of property owners.**

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
UWL, WWTC Students  
Planning Dept.  
RENEW Program  
La Crosse Tribune

Neighborhood Groups  
Inspections Dept.  
Apartment Owners  
Common Council

***GOAL 2: TAKE STEPS TO ENCOURAGE HIGHER-QUALITY SINGLE-FAMILY HOUSES AND HIGHER-QUALITY RENTAL PROPERTIES.***

**IV.2.1. Develop a neighborhood "Density Plan" along with a rezoning, if necessary, of the entire neighborhood.** A "Density Plan" needs to be developed to identify the best areas for additional commercial and multiple unit dwellings and where single-family structures should remain or be replaced.

**IV.2.2. Target the purchase of single-family and two-unit homes for owner occupancy, especially properties that are in rental status, using existing home loan programs to help in the purchase as well as the rehabilitation of the properties.** In conjunction with the density plan and to the extent that properties are of such a style and condition that retention of owner occupied or single-family occupancy status is desirable, examine methods to preserve that single-family housing stock.

**IV.2.3. The city should examine other methods and funding sources for low-interest-rate homebuyer loans and rehabilitation loans.** Neighbors should work with the city to develop incentives for those purchasing homes with the intent to do rehabilitation work. With the assistance of the Housing Rehabilitation Program and the examination of other funding sources, improvements to the existing housing stock should help the property values in the neighborhood increase and make the neighborhood a more desirable place to live.

**IV.2.4. Encourage the City to investigate a density bonus program where deemed appropriate in the adopted density plan.** Work with

developers to create higher density properties in locations identified and agreed upon in the density plan.

**IV.2.5. Encourage the City’s large employers to develop incentive programs to encourage their employees to live (and reinvest) in the neighborhoods near their businesses or any of the City’s older neighborhoods.** The city should work with employers to provide incentives to their employees, such as down-payment and loan assistance, flexible work hours, and stipends for walking, biking or busing to work, if they live in the immediate neighborhood of their place of work. Additional incentives could include buying and renovating homes and selling/renting them to employees or contributing to a Community Development Corporation via their foundations.

**IV.2.6. Continue and increase funding and expand marketing efforts for existing housing rehabilitation and home-ownership programs.** There are many possible candidate properties in the Goosetown neighborhood for rehabilitation and home ownership assistance. The Neighborhood group should work with the Rehabilitation and Replacement Program staff to develop a list of properties that would be good candidates for the program.

**IV.2.7. Continue to request that the Police Department or other organizations offer a Landlord Training Program to property owners in the Goosetown-Campus Neighborhood.** This program focuses on teaching property-owners fundamental ways to keep illegal activity out of their property. The neighborhood group should encourage neighborhood property owners to attend this training program.

**Implementation Responsibility:**

Goosetown-Campus Neighborhood Group  
Planning Dept.  
Common Council  
Common Council

Private Developers  
Community Development Corporation  
La Crosse Area TMA  
Police Dept.

***GOAL 3: MAINTAIN THE HISTORICAL INTEGRITY OF THE NEIGHBORHOOD.***

**IV.3.1. Historic preservation of buildings.** Utilizing the Architectural and Historical study done in 1996, develop a catalog of historically significant properties in the neighborhood and protect and restore those few remaining historic buildings in the neighborhood. Residential and commercial buildings found to be historic could be

nominated for local or national historic designation to preserve the historic character of the neighborhood.

**IV.3.2. Encourage new housing be designed to be consistent with historical character of the neighborhood.** Through a neighborhood inventory, a neighborhood housing "pattern book" could be developed and made available to local land owners and developers. The results of this inventory can be used in setting design standards for future construction in the neighborhood. The neighborhood organization could work directly with willing developers, as new projects are proposed for the neighborhood. The group should work with the City to find ways to notify developers of neighborhood concerns.

**Implementation Responsibility:**

Planning Dept.

Historic Sites Commission

Goosetown-Campus Neighborhood Group

Private Developers

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2. Zoning	
3. Age of Structure	
4. Occupancy Status	
5. Number of Residential Units	
6. 1999 Assessed Value: Four Units and Less	
7. 1999 Assessed Value: Five Units and More	
F. Goosetown-Campus Neighborhood Survey	
G. Executive Summary: Goosetown-Campus Neighborhood Lighting Survey	
H. UW-La Crosse Volunteerism Information Summary 2001-02	
I. UW-La Crosse 2000 Annual Security Report and Policy Statement	
J. La Crosse Neighborhood Watch Program Brochure	
K. Types of Traffic Calming Measures	
L. La Crosse Common Council Resolution Adopting the Goosetown-Campus Neighborhood Plan	

## Appendix A

### Plan Implementation

Many parties are given responsibility in the plan to assist with implementing its recommendations. This section of the document summarizes the responsibilities assigned in the “Neighborhood Plan Recommendations” section. This section can be used as an index to determine responsible parties and then find the detailed recommendation using the reference number listed before the captions below. 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.

### **NEIGHBORHOOD GROUPS AND NEIGHBORHOOD ORGANIZATIONS**

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#### *Goosetown Campus Neighborhood Group*

##### **Community Building**

- I.1.1. Develop a neighborhood-based program that would identify volunteers willing to help property owners who need assistance with maintenance and rehabilitation of their properties.
- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix-up program.
- I.2.1. Work with High Schools, UW-L and WWTC to implement a service learning component for classes. Encourage community service hours as a portion of course grades.
- I.2.2. Sponsor neighborhood social events that promote getting to know neighbors.
- I.2.3. Develop ways of communicating neighborhood activity information.
- I.3.1. Seek HUD sponsored Community Outreach Partnerships Centers (COPC) grants.

##### **Public Infrastructure**

- II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.

- II.2.1. The Neighborhood Group should work with the Refuse and Recycling Department to educate residents and property owners about trash collection and recycling.
- II.2.2. The City should expand the recycling program to include more recyclable materials - especially plastics.
- II.3.1. Encourage the City to enforce property maintenance codes more strictly.
- II.3.2. The neighborhood group and the City should encourage and assist neighbors in trimming bushes and "opening up" the sidewalks for pedestrians.
- II.3.3. Work with apartment owners to self-inspect their properties, ensuring garbage areas around apartment complexes are being kept clean.
- II.4.1. More street and alley lighting.
- II.5.1. Experiment with traffic-calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.
- II.5.2. Formulate a plan to make the West Ave corridor safe for pedestrians to cross with the target area being La Crosse Street to Cass Street.
- II.5.3. Encourage businesses to plant boulevard trees, plant grass in their medians, and do general landscaping around their buildings.
- II.5.5. Do a sidewalk survey and mapping project to identify those sidewalks in need of repair and widening to meet ADA specifications.
- II.5.6. The neighborhood group recognizes the importance of bike lanes and trails to the transportation network of the neighborhood.
- II.5.7. Work with the Allied Health Center group to address the increased traffic in the neighborhood.
- II.5.8. Encourage the beautification of open spaces by upgrading general maintenance, adding tree rows, park expansion and new parks where possible.
- II.5.9. Install more stop signs at troublesome intersections throughout the neighborhood.

### **Security**

- III.1.1. Increase non-alcoholic opportunities City-wide.
- III.1.2. The Goosetown-Campus Neighborhood Association should discourage the City from allowing block party permits within the neighborhood boundaries.
- III.1.3. Increase the number of Neighborhood Watch Groups in the neighborhood.

- III.1.4. Work with the Police Department to establish a program similar to the Powell-Hood Parks, Hamilton School Neighborhood "Project Watchdog" program.
- III.1.5. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.
- III.1.6. Issue more noise and disorderly conduct citations.
- III.1.7. Use existing programs or develop new ones to educate students and residents on responsible alcohol consumption.
- III.1.9. Evaluate the pros and cons of the MTU safety bus and work with the MTU, Student Association and the University to make adjustments to the program, as needed.
- III.2.1. Increase the City budget to pay overtime and hire additional police officers.
- III.2.2. Explore participation in, and Federal or Private Funding for, the Officer Next Door and Teacher Next Door programs.
- III.2.3. Explore options for increased community service work through the City, County, University, and WWTC grounds crews, as well as other departments with manual labor duties.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

## **Housing**

- IV.1.1. Create a Housing Resource Website and information library to inform residents about general housing issues, home-ownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives
- IV.1.2. Create a program to recognize property owners who rehabilitate or keep up their properties.
- IV.1.3. Educate residents (owners and tenants) about the responsibilities of maintaining their properties, as well as those issues involved with ownership and renting responsibility.
- IV.1.4. Encourage neighborhood participation in the new City initiative on dealing with neighborhood deterioration named Neighborhood RENEW.
- IV.1.5. The Building and Zoning Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.
- IV.1.8. Encourage more "Active-management" on the part of property owners.

- IV.2.1. Develop a neighborhood “Density Plan“ along with a rezoning, if necessary, of the entire neighborhood.
- IV.2.3. The City should examine other methods and funding sources for low-interest-rate homebuyer loans and rehabilitation loans.
- IV.2.5. Encourage the City’s large employers to develop incentive programs to encourage their employees to live (and reinvest) in the neighborhoods near their businesses or any of the City’s older neighborhoods.
- IV.2.6. Continue and increase funding and expand marketing efforts for existing housing rehabilitation and home ownership programs.
- IV.2.7. Continue to request that the Police Department or other organizations offer a Landlord Training Program to property owners in the Goosetown-Campus Neighborhood.
- IV.3.2. Encourage new housing be designed to be consistent with historical character of the neighborhood.

***Other Neighborhood Groups:  
Powell-Hood-Hamilton, Lower North Side and Depot, Washburn  
Community Building***

- I.1.1. Develop a neighborhood-based program that would identify volunteers willing to help property owners who need assistance with maintenance and rehabilitation of their properties.
- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix-up program.
- I.1.3. Work with other Neighborhood groups and the Refuse and Recycling Department to develop an adopt-a-block program for things such as leaf raking, shoveling, and general maintenance assistance.
- I.2.1. Work with High Schools, UW-L and WWTC to implement a service learning component for classes. Encourage community service hours as a portion of course grades.

**Housing**

- IV.1.1. Create a Housing Resource Website and information library to inform residents about general housing issues, home ownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives.
- IV.1.5. The Building and Zoning Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.

***Project Watchdog – Powell-Hood-Hamilton Neighborhood Association  
Security***

- III.1.4. Work with the Police Department to establish a program similar to the Powell-Hood Parks, Hamilton School Neighborhood "Project Watchdog" program.

**COMMUNITY-WIDE**

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***Bicycle and Pedestrian Advisory Committee  
of the La Crosse Area Planning Committee***

**Public Infrastructure**

- II.5.1. Experiment with traffic-calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.
- II.5.2. Formulate a plan to make the West Ave corridor safe for pedestrians to cross with the target area being La Crosse Street to Cass Street.
- II.5.4. Encourage the colleges to continue to address the problem of parking and develop on-site parking solutions, such as ramps instead of surface parking, when possible. Also encourage continued utilization of MTU, biking and walking.
- II.5.6 The neighborhood group recognizes the importance of bike lanes and trails to the transportation network of the neighborhood.

***La Crosse Area Transportation Management Association (TMA)***

**Public Infrastructure**

- II.5.1. Experiment with traffic-calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.

**Housing**

- IV.2.5. Encourage the City's large employers to develop incentive programs to encourage their employees to live (and reinvest) in the neighborhoods near their businesses or any of the City's older neighborhoods.

***Neighborhood RENEW Program***

**Housing**

- IV.1.2. Create a program to recognize property owners who rehabilitate or keep up their properties.

***Community Development Corporation***

## **Housing**

- IV.2.5. Encourage the City's large employers to develop incentive programs to encourage their employees to live (and reinvest) in the neighborhoods near their businesses or any of the City's older neighborhoods.

## ***Allied Health Science Center Consortium***

### **Public Infrastructure**

- II.5.7 Work with the Allied Health Center group to address the increased traffic in the neighborhood.

## ***Alcohol Task Force***

### **Security**

- III.1.1. Increase non-alcoholic opportunities City-wide.
- III.1.7. Use existing programs or develop new ones to educate students and residents on responsible alcohol consumption.
- III.1.8. The promotion of beer and alcohol has been identified as a major contributor to the problem of excessive alcohol consumption and the associated neighborhood problems.
- III.1.9. Evaluate the pros and cons of the MTU safety bus and work with the MTU, Student Association and the University to make adjustments to the program, as needed.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

## ***Apartment Owners Association***

### **Public Infrastructure**

- II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.
- II.2.1. The Neighborhood Group should work with the Refuse and Recycling Department to educate residents and property owners about trash collection and recycling.
- II.3.3. Work with apartment owners to self-inspect their properties, ensuring garbage areas around apartment complexes are being kept clean.

### **Security**

- III.1.3. Increase the number of Neighborhood Watch Groups in the neighborhood.

- III.1.5. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

### **Housing**

- IV.1.5. The Building and Zoning Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.
- IV.1.8. Encourage more "Active-management" on the part of property owners.

## **CITY OF LA CROSSE STAFF**

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### ***Planning Department***

#### **Community Building**

- I.2.3. Develop ways of communicating neighborhood activity information.
- I.3.1. Seek HUD sponsored Community Outreach Partnerships Centers (COPC) grants.

#### **Public Infrastructure**

- II.4.1. More street and alley lighting.
- II.5.1. Experiment with traffic calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.
- II.5.2. Formulate a plan to make the West Ave corridor safe for pedestrians to cross with the target area being La Crosse Street to Cass Street.
- II.5.3. Encourage businesses to plant boulevard trees, plant grass in their medians, and do general landscaping around their buildings.
- II.5.7 Work with the Allied Health Center group to address the increased traffic in the neighborhood.

#### **Security**

- III.1.2. The Goosetown-Campus Neighborhood Association should discourage the City from allowing block party permits within the neighborhood boundaries.
- III.2.2. Explore participation in and Federal or Private Funding for the Officer Next Door and Teacher Next Door programs.

## **Housing**

- IV.1.1. Create a Housing Resource Website and information library to inform residents about general housing issues, homeownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives.
- IV.1.3. Educate residents (owners and tenants) about the responsibilities of maintaining their properties as well as those issues involved with ownership and renting responsibility.
- IV.1.5. The Building and Zoning Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.
- IV.1.8. Encourage more "Active-management" on the part of property owners.
- IV.2.1. Develop a neighborhood "Density Plan" along with a rezoning, if necessary, of the entire neighborhood.
- IV.2.2. Target the purchase of single-family and two-unit homes for owner-occupancy, especially properties that are in rental status, using existing home loan programs to help in the purchase as well as the rehabilitation of the properties.
- IV.2.4. Encourage the City to investigate a density bonus program where deemed appropriate in the adopted density plan.
- IV.2.5. Encourage the City's large employers to develop incentive programs to encourage their employees to live (and reinvest) in the neighborhoods near their businesses or any of the City's older neighborhoods.
- IV.2.6. Continue and increase funding and expand marketing efforts for existing housing rehabilitation and home ownership programs.
- IV.3.1. Promote historic preservation of buildings.
- IV.3.2. Encourage new housing be designed to be consistent with historical character of the neighborhood.

## ***Building and Zoning Department***

### **Public Infrastructure**

- II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.
- II.1.2. The ordinance concerning indoor furniture (i.e. couches and reclining chairs) on uncovered porches, roofs, or in yards needs to be more strongly enforced.
- II.3.1. Encourage the City to enforce property maintenance codes more strictly.
- II.3.2. The neighborhood group and the City should encourage and assist neighbors in trimming bushes and "opening up" the sidewalks for pedestrians.

- II.3.3. Work with apartment owners to self-inspect their properties, ensuring garbage areas around apartment complexes are being kept clean.

### **Housing**

- IV.1.5. The Building and Zoning Department and neighborhood organizations should work together to eliminate problems regarding the maintenance and appearance of neighborhood properties including City-owned properties.
- IV.1.6. The Common Council should approve any expenditure required to upgrade the Building and Zoning Department computers so that a simple tracking program could be initiated.
- IV.1.7. Improve follow-up on properties with ongoing code violations.
- IV.1.8. Encourage more "Active-management" on the part of property owners.

## ***Public Works Department***

### **Public Infrastructure**

- II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.
- II.4.1. More street and alley lighting.
- II.5.5. Do a sidewalk survey and mapping project to identify those sidewalks in need of repair and widening to meet ADA specifications.
- II.5.8. Encourage the beautification of open spaces by upgrading general maintenance, adding tree rows, park expansion and new parks where possible.

### **Security**

- III.1.2. The Goosetown-Campus Neighborhood Association should discourage the City from allowing block party permits within the neighborhood boundaries.

## ***Refuse and Recycling Department***

### **Community Building**

- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix-up program.
- I.1.3. Work with other Neighborhood groups and the Refuse and Recycling Department to develop an adopt-a-block program for things such as leaf raking, shoveling, and general maintenance assistance.

### **Public Infrastructure**

- II.1.1. Encourage an in-depth evaluation of the current methods of waste and recycling collection and policies in the neighborhood.
- II.2.1. The Neighborhood Group should work with the Refuse and Recycling Department to educate residents and property owners about trash collection and recycling.
- II.2.2. The City should expand the recycling program to include more recyclable materials - especially plastics.

### ***Park and Recreation Department***

#### **Public Infrastructure**

- II.5.3. Encourage businesses to plant boulevard trees, plant grass in their medians, and do general landscaping around their buildings.
- II.5.8. Encourage the beautification of open spaces by upgrading general maintenance, adding tree rows, park expansion and new parks where possible.

### ***Engineering Department***

#### **Public Infrastructure**

- II.5.1. Experiment with traffic calming measures to determine the effectiveness of reducing traffic speeds and making the neighborhood more pedestrian friendly.
- II.5.9. Install more stop signs at troublesome intersections throughout the neighborhood.

### ***Public Library***

#### **Community Building**

- I.2.3. Develop ways of communicating neighborhood activity information.

### ***Historic Sites Commission***

#### **Housing**

- IV.3.1. Promote historic preservation of buildings.

### ***Police Department***

#### **Security**

- III.1.3. Increase the number of Neighborhood Watch Groups in the neighborhood.
- III.1.4. Work with the Police Department to establish a program similar to the Powell-Hood Parks, Hamilton School Neighborhood "Project Watchdog" program.
- III.1.5. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.

- III.1.6. Issue more noise and disorderly conduct citations.
- III.1.9. Evaluate the pros and cons of the MTU safety bus and work with the MTU, Student Association and the University to make adjustments to the program, as needed.
- III.2.1. Increase the City budget to pay overtime and hire additional police officers.
- III.2.2. Explore participation in and Federal or Private Funding for the Officer Next Door and Teacher Next Door programs.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

### **Housing**

- IV.2.7. Continue to request that the Police Department or other organizations offer a Landlord Training Program to property owners in the Goosetown-Campus Neighborhood.

## **MUNICIPAL COURT**

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### **Security**

- III.1.6. Issue more noise and disorderly conduct citations.
- III.2.3. Explore options for increased community service work through the City, County, University, and WWTC grounds crews, as well as other departments with manual labor duties.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

## **COMMON COUNCIL**

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### **Community Building**

- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix-up program.

### **Public Infrastructure**

- II.2.2. The City should expand the recycling program to include more recyclable materials - especially plastics.
- II.4.1. More street and alley lighting.

### **Security**

- III.1.2. The Goosetown-Campus Neighborhood Association should discourage the City from allowing block party permits within the neighborhood boundaries.

- III.1.6. Issue more noise and disorderly conduct citations.
- III.2.1. Increase the City budget to pay overtime and hire additional police officers.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

**Housing**

- IV.1.6. The Common Council should approve any expenditure required to upgrade the Building and Zoning Department computers so that a simple tracking program could be initiated.
- IV.2.3. The City should examine other methods and funding sources for low interest rate homebuyer loans and rehabilitation loans.
- IV.2.4. Encourage the City to investigate a density bonus program where deemed appropriate in the adopted density plan.

**LA CROSSE COUNTY**

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**Public Infrastructure**

- II.2.2. The City should expand the recycling program to include more recyclable materials - especially plastics.

**SCHOOL DISTRICT OF LA CROSSE**

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**Community Building**

- I.2.1. Work with High Schools, UW-L and WWTC to implement a service learning component for classes. Encourage community service hours as a portion of course grades

**UW – LA CROSSE,  
WESTERN WISCONSIN TECHNICAL COLLEGE, & VITERBO UNIVERSITY**

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*Students, Administration & Organizations*

**Community Building**

- I.1.2. Work with the Common Council, the Planning Department, students and other neighborhood groups to develop a Citywide Paint and Fix-up program.
- I.2.1. Work with High Schools, UW-L and WWTC to implement a service-learning component for classes. Encourage community service hours as a portion of course grades.
- I.2.3. Develop ways of communicating neighborhood activity information.

- I.3.1. Seek HUD sponsored Community Outreach Partnerships Centers (COPC) grant.

### **Public Infrastructure**

- II.3.1. Encourage the City to enforce property maintenance codes more strictly.
- II.3.2. The neighborhood group and the City should encourage and assist neighbors in trimming bushes and "opening up" the sidewalks for pedestrians.
- II.5.4. Encourage the colleges to continue to address the problem of parking and develop on-site parking solutions, such as ramps instead of surface parking, when possible. Also encourage continued utilization of MTU, biking and walking.
- II.5.7 Work with the Allied Health Center group to address the increased traffic in the neighborhood.

### **Security**

- III.1.1. Increase non-alcoholic opportunities City-wide.
- III.1.5. Facilitate better assistance and communication between UW – La Crosse Protective Services and the City Police Department, apartment owners, and neighborhood residents.
- III.1.7. Use existing programs or develop new ones to educate students and residents on responsible alcohol consumption.
- III.1.9. Evaluate the pros and cons of the MTU safety bus and work with the MTU, Student Association and the University to make adjustments to the program, as needed.
- III.2.3. Explore options for increased community service work through the City, County, University, and WWTC grounds crews, as well as other departments with manual labor duties.
- III.2.4. Encourage the colleges to work with students, property owners, the alcohol task force, and City government to implement initiatives that influence student behaviors to reduce noise, vandalism and other crimes in the neighborhood.

### **Housing**

- IV.1.1. Create a Housing Resource Website and information library to inform residents about general housing issues, home ownership financing programs, rehabilitation grants and loans, and related City, County, State, Federal, and Private programs, guidelines and initiatives.

## **BUSINESS COMMUNITY**

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### *Neighborhood Retailers/Businesses*

#### **Community Building**

I.2.2. Sponsor neighborhood social events that promote getting to know neighbors.

#### **Security**

III.1.8. The Promotion of beer and alcohol has been identified as a major contributor to the problem of excessive alcohol consumption and the associated neighborhood problems.

### *La Crosse Tribune*

#### **Housing**

IV.1.2. Create a program to recognize property owners who rehabilitate or keep up their properties.

### *Developers*

#### **Housing**

IV.2.4. Encourage the City to investigate a density bonus program where deemed appropriate in the adopted density plan.

IV.3.2. Encourage new housing be designed to be consistent with historical character of the neighborhood.

## **APPENDIX B – Neighborhood History**

The first immigrants to settle in the Goosetown area came in the mid-1800's and were mainly German. While the German immigrants made up a large percentage of population, Goosetown was an ethnic neighborhood also consisting of a strong mix of Polish, French, Scandinavian, Jewish and African American residents. In the late 1800's and into the 1930's the area was La Crosse's ethnic melting pot.

For those who lived in the neighborhood the boundaries are often disputed. The most general and broad boundary was from the Marsh on the north to Vine Street on the south, and from around Third Street on the West to the Bluffs on the east. The "real" boundary from the turn of the century encompasses the area between the Marsh on the North, Short 12th Street on the West, Vine Street on the South and the old fairgrounds, which is now Memorial Field, on the East. Even this boundary is disputed by some, as it does not include Concordia Hall, which was often the meeting and celebration site for the neighborhood, the old Bartl Brewery or the residential areas to the north west of Concordia.

Before the neighborhood streets were paved, the neighborhood had an agricultural atmosphere. The origin of the name "Goosetown" is generally attributed to the common practice of raising geese in the backyards of the neighborhood. In addition to geese, families had their own chickens and cows. During good weather, boys took the cows to the area near 18th and Vine before school where "Cowboys" would take them to pasture near the Country Club (now Forest Hills Golf Course) and return them to their owners in the evening. The neighborhood also had three markets where the part-time farmers would often sell some of their produce.

The Goosetown area of La Crosse was first platted in 1855. The original architecture was predominantly bungalow style and reflected the modest incomes of the residents. The area remained mostly residential until the 1920's when the La Crosse teachers college became La Crosse State College and soon after began to expand and acquire land.

Within the boundaries of Goosetown, there was a Protestant church and a Jewish synagogue. It also included a cemetery, two hospitals, shoe shops, three greenhouses, circus grounds, a football stadium, a baseball park, two elementary schools, a teachers college, a railroad (the Green Bay and Western, now the R.A.B.B.I.T. Trails), several bars (Shorty Swords Tavern and Bartl's Tavern were two), two saloons, two dairies, a few barber shops, a dance hall (Concordia), a brewery (Bartl), two meat markets (Schubert's was one), three grocery stores (Burgmaiers was one), a confectionery, a zoo and a livery stable.

Over the years, land within the Goosetown area has largely been acquired by UW- La Crosse. The inevitable growth of the State University over the past 100 years resulted in

a gradual dissolution of one of the more colorful and historic ethnic neighborhoods in La Crosse. A memorial exists in the “park” west of Coate Residence Hall on Forest Avenue, which designates it as a historical site. In the past few years the University has been undergoing a program to install monuments in memory of the previous owners where their house used to be before the University acquired the land.

Although the area was largely residential in the past, it has now transitioned into a mix of residential, public, and retail land uses. The historic character of the area is non-existent and although many buildings are old, they are more decrepit than historical. The major element that is still in place from the Goosetown era is the old park boulevard along Forest Ave., which is a one block long section of road to the west of UW-La Crosse's Coate Hall.

As is often the case, there are unseen prices for progress. The University of Wisconsin - La Crosse has developed into one of the best schools in the UW system and has the second highest entrance requirements only to UW Madison. WWTC has also seen significant growth in the past two decades and has also slowly expanded its boundaries into the neighborhood. This success has led to physical growth of the campuses and the resulting expansion into the neighborhood. Unfortunately for those who long for the old feel of Goosetown, memories of the neighborhood as it used to be are all that remain.

## APPENDIX C – Neighborhood Improvement Funding

### 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.

#### Budget Process Requests

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 Departments' 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 City budget is ultimately approved by the Common Council. 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 F&P 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.

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

### **Contact**

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

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

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



## **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 2000 CDBG Program will be a part of the 2000 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 states 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 home buyers, 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:

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

**Contact**

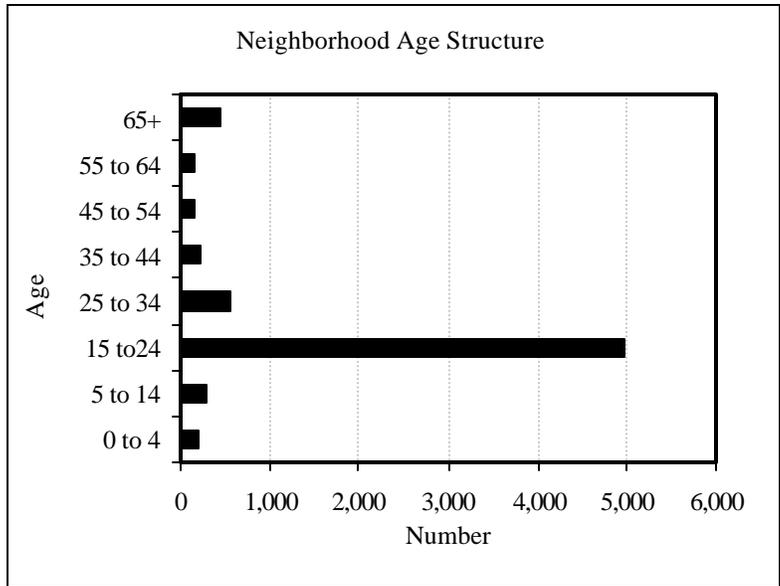
Community Development Administrator  
City of La Crosse Planning Department  
400 La Crosse Street  
La Crosse, WI 54601  
Phone: 789-7393 Fax: 789-7318

# Appendix D

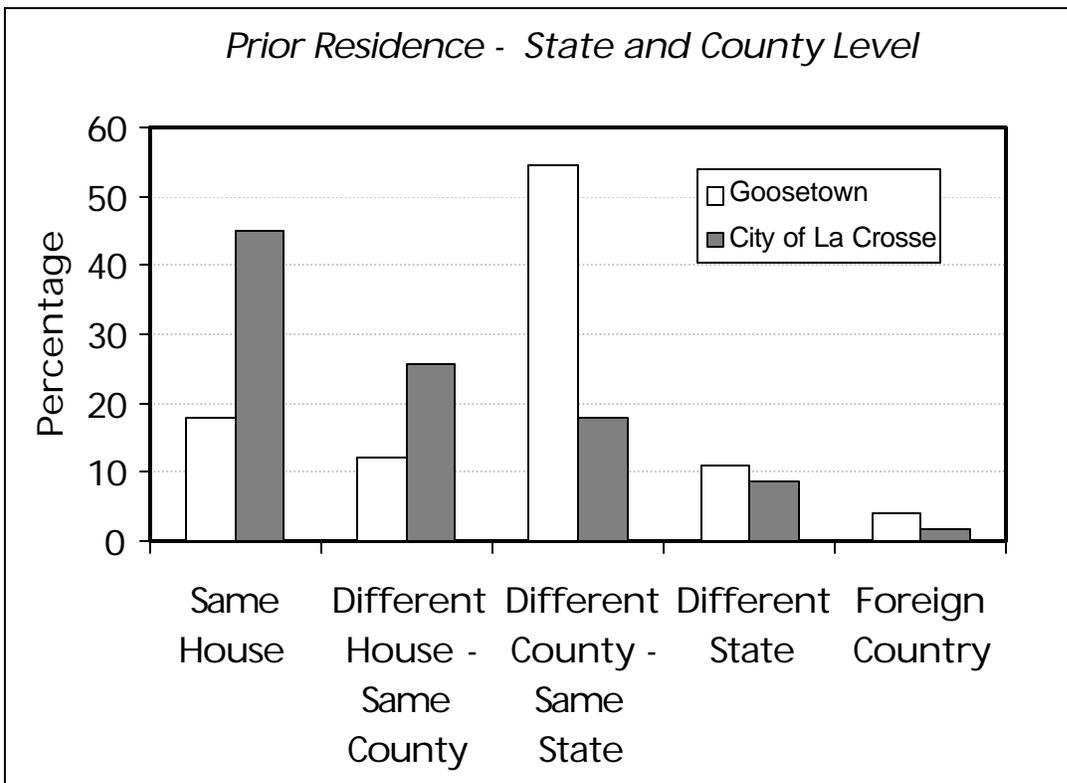
## 1990 Census Profile

The 1990 Census Data Tables for the Goosetown-Campus Neighborhood are available in the City Planning office. Please call 789-7512.

Age. As expected in a neighborhood dominated by the University of Wisconsin La Crosse and also containing the majority of the Western Wisconsin Technical College La Crosse Campus, the highest number of persons are in the 15 to 24 age group. This group comprised 71% of the neighborhood population in 1990, while the rest of the age groups had relatively similar numbers. This percentage of high-school to college aged persons is 46% higher than the rest of the City of La Crosse.

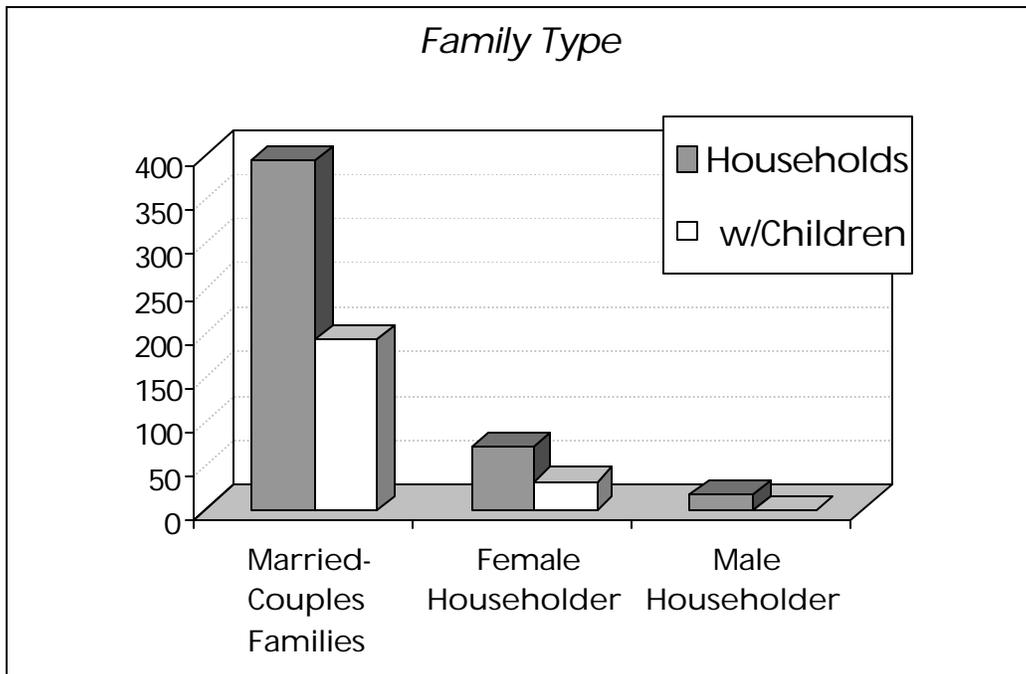


Prior Residence. In comparison with the rest of the City of La Crosse, the Goosetown - Campus neighborhood has a high percentage (71%) of new residents (within the previous 5 years). 55% of these new residents are from a different county in Wisconsin, reflecting the affect of UW-La Crosse on the makeup of the neighborhood.

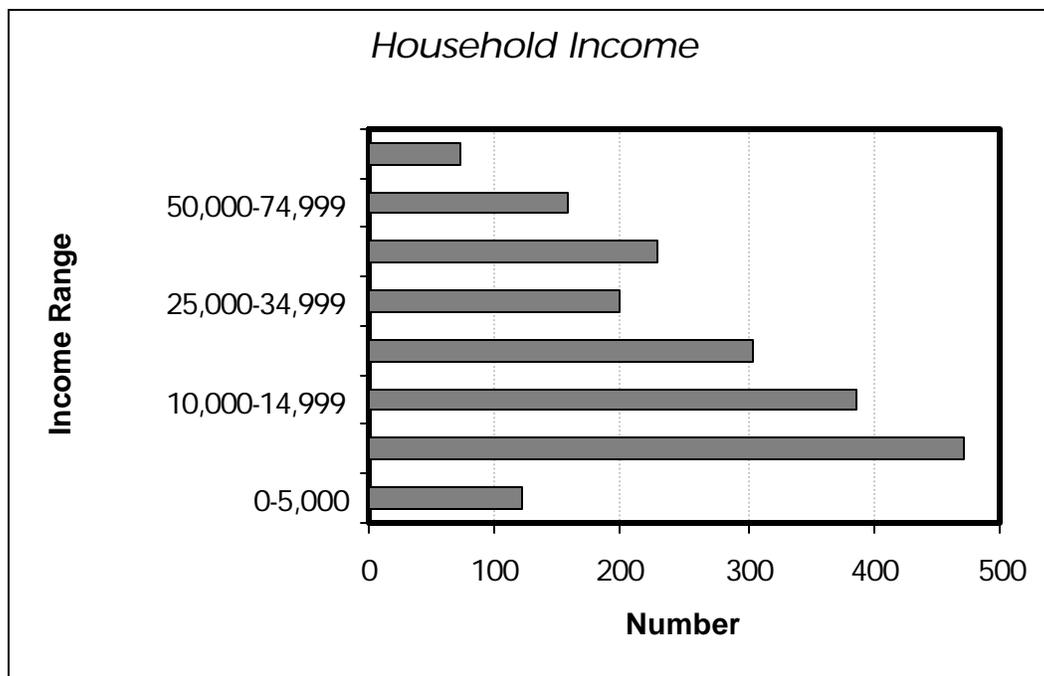


UW-La Crosse's enrollment in 1990 was 8,757, with approximately 5,868 or 67% living in off-campus housing. In 1999 the enrollment was 9,309, with approximately 6,420 or 69% living off-campus (Off-campus numbers are approximate and not all live in the immediate campus neighborhood).

Families. As a whole, in 1990 the neighborhood had a 10 - 15% lower percentage of family households than the City of La Crosse average. Family households represented 44% of the neighborhood households compared to 55% for the City of La Crosse. Of the family households in the neighborhood 57% were headed by married couples and 5% by single parents compared to 79% and 13% for the entire City.

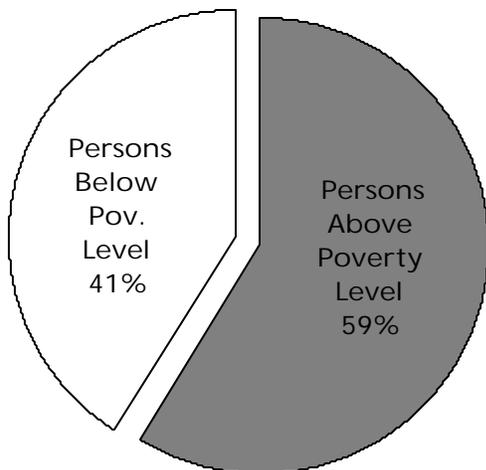


Income. The 1990 median household income was approximately \$2,700 less than the City-wide average of \$21,947. The neighborhood's median family income was \$28,671 while the City's was \$30,067.

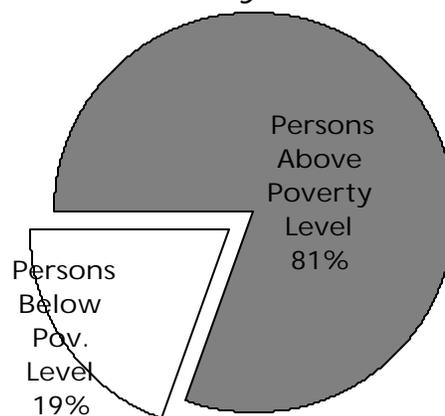


Poverty. In 1990, the neighborhood's poverty rate was 22% higher than the City-wide rate and was 41% compared to 19% for the City.

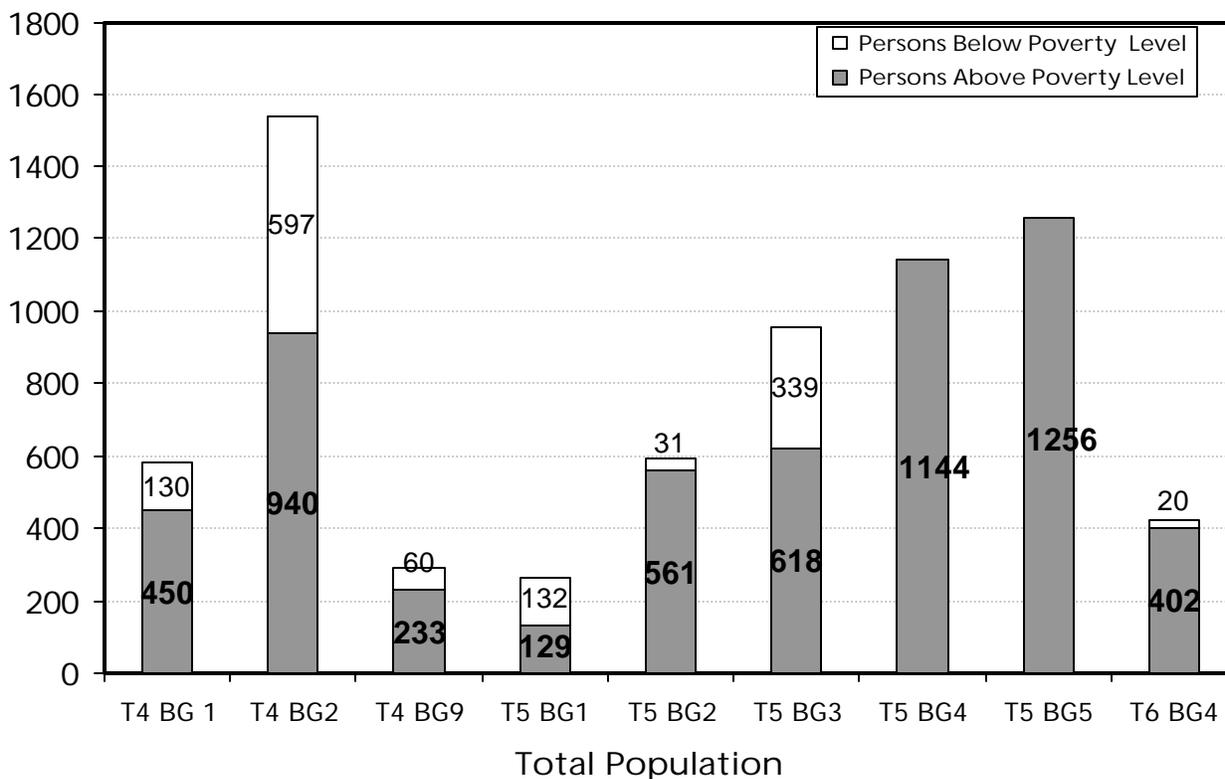
*Goosetown Poverty Rate*



*City of La Crosse Poverty Rate*



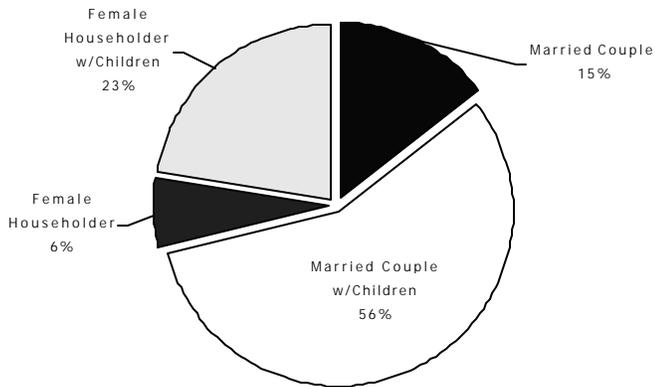
*Neighborhood Poverty Rate by Block Group*



T = Census Tract      BG = Census Block Group

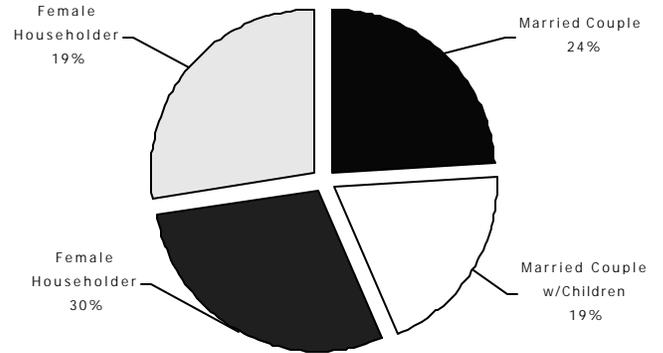
*Neighborhood Family Poverty Status*

*Makeup of Family*



*City of La Crosse Family Poverty Status*

*Makeup of Family*

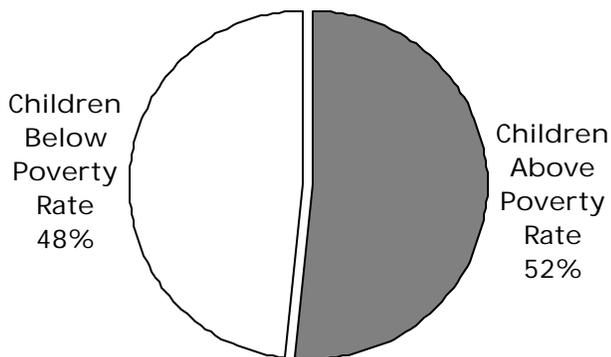


Percentages are based on 109 families living below poverty status.

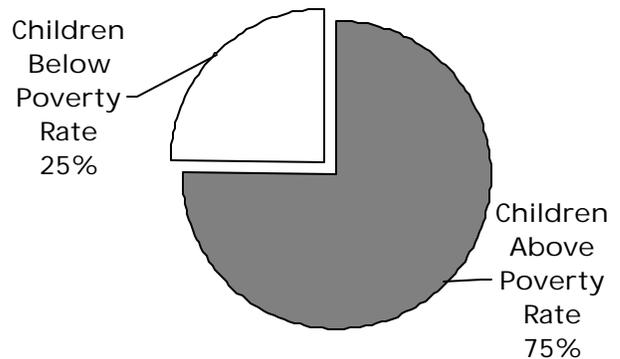
The poverty rate for children was 23% higher than the City rate with almost half of the children living at or below the poverty level.

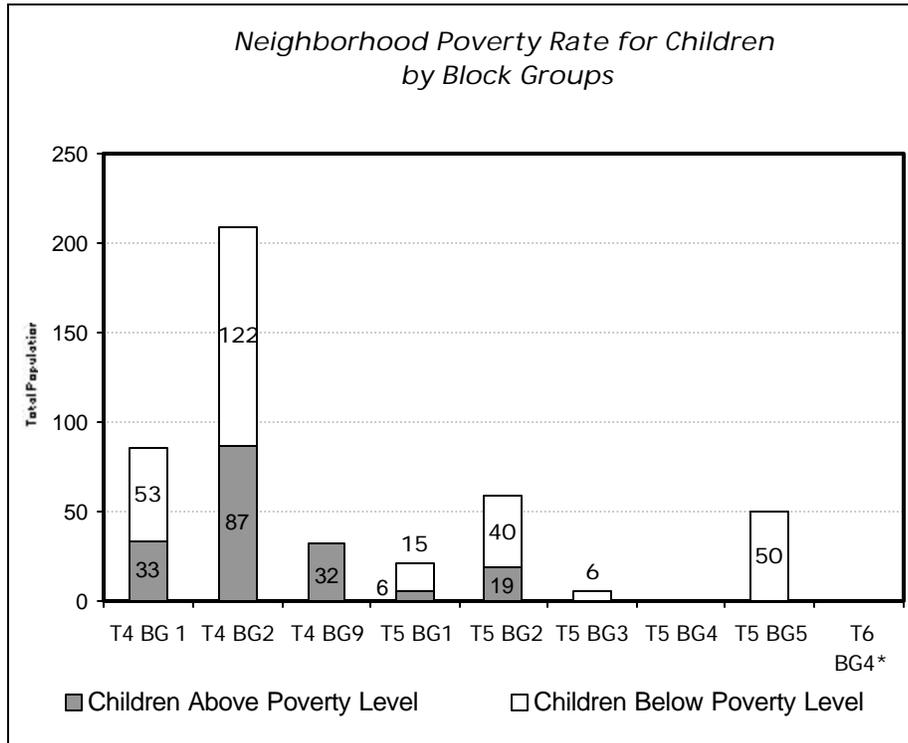
*Child Poverty Rate*

*Goosetown*

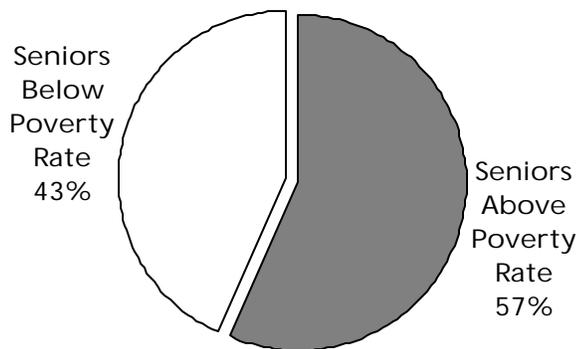


*City of La Crosse*

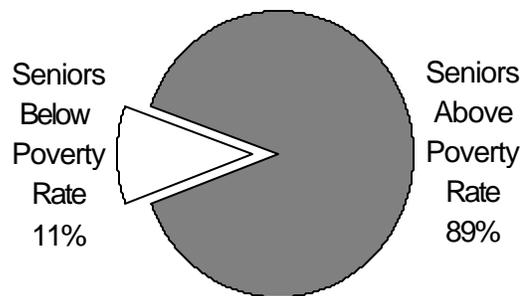




*Goosetown*

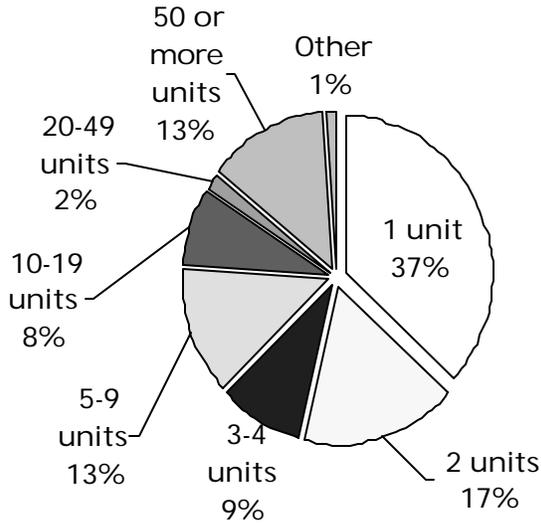


*City of La Crosse*



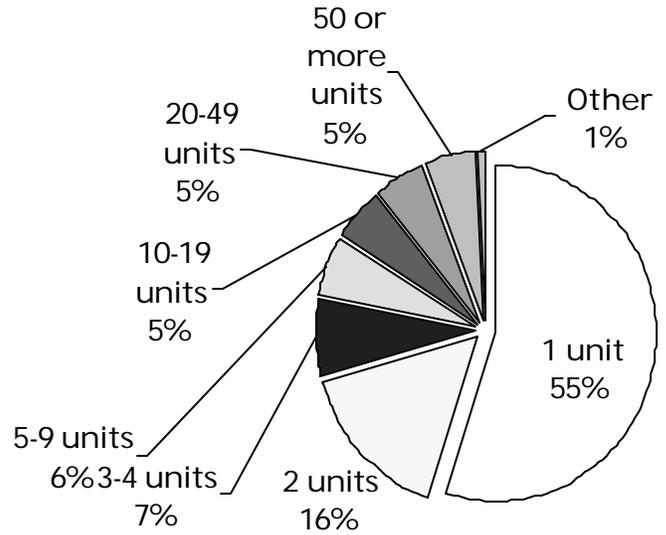
Housing Types. In 1990, single-unit homes accounted for only 37% of the neighborhood's housing units compared to 55% City-wide. The remaining 63% of the neighborhood's housing units had two or more units.

Goosetown

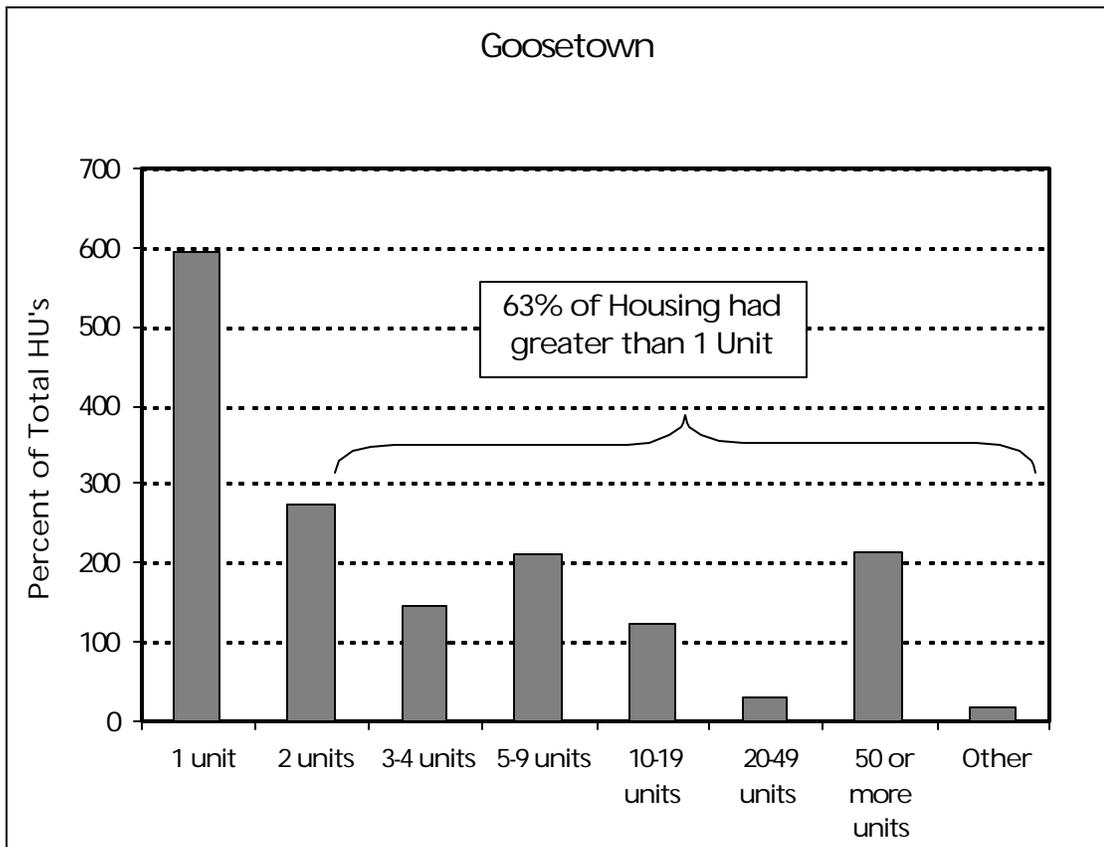


63% of Housing has greater than 1 Unit

City of La Crosse



45% of Housing has greater than 1 Unit



## **Appendix E**

### **Background Maps**

Please Contact the Planning Department at 789-7512, to obtain copies of the Goosetown-Campus Neighborhood background maps and Appendices F through L.