

## 2016 Neighborhood Goals & Objectives

There are four broad categories that were used to organize the actions: Housing, Traffic and Parking, Institutions, and Public Utilities and Services. The Actions are listed in order of priority as determined via feedback received through the GENA meeting process. These priorities may change as projects are completed or as favorable circumstances arise regarding specific Actions. This list is not all-inclusive, but a good representation at this point in time.

### A. Housing

The Objective of the Housing Section is to maintain and improve the quality of all existing housing (single-family and multi-family) within the neighborhood, ensure the quality and compatibility of all new residential construction, and to preserve the historic character of the neighborhood.

#### Housing Actions

**1. Maintain and improve the quality of all existing housing within the neighborhood.**

The GENA Neighborhood Association will work with the Planning Department and Building and Inspections Department to ensure that the existing housing stock within the neighborhood remains acceptable to its residents. More specifically, the following actions will be pursued:

- a. Design Standards** – The Neighborhood Association will work with the Planning Department to finalize the proposed multi-family design standards for existing and future housing. The overall goal of this action is not to prohibit the development of multi-family housing, but to ensure that multi-family housing is developed with the primary focus towards



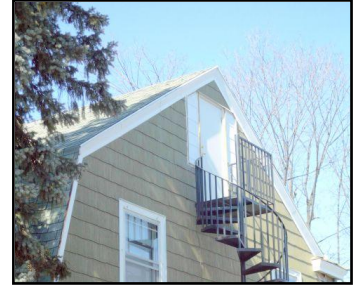
aesthetics, quality of materials, and parking requirements while reflecting the surrounding architectural and historic characteristics of the neighborhood.

The Neighborhood Association will also work with the Planning Department and Building and Inspections Department to develop design guidelines or standards for single-family housing.

**RESPONSIBILITY: GENA, City Planning Department, Building and Inspections Department**

**2. Single-Family – Multiple-Family Conversion.**

The Neighborhood Association will work with the Planning Department and the Building and Inspections Department to identify methods to prevent further conversion of single-family homes to multi-family residences within the neighborhood. In addition, these same parties will work to create incentives that encourage conversion of single-family rentals back to single-family residences. The City will examine all possible incentive and funding mechanisms for returning rental homes, duplexes and triplexes, to owner-occupied status. Possible incentives include low-interest mortgages, down-payment assistance, rehabilitation assistance through loans and neighborhood assistance, and local, state and federal grant and lending sources. The Neighborhood Association and the Planning Department will research the following: other communities who are dealing with this issue, such as Winona, MN; allowing rentals by Conditional Use Permit; and the option of placing deed restrictions on homes to prevent them from being converted into a rental unit.



**RESPONSIBILITY: GENA, City Planning Department, Building and Inspections Department.**

**3. Heritage Preservation.** The GENA Neighborhood Association will work with the City Planning Department, the La Crosse Heritage Preservation Commission (HPC), and the Building and Inspections Department to develop a plan for Historic preservation needs.

**a. Zoning Overlay District.** The City, the Neighborhood Association, and the La Crosse HPC will develop zoning overlay districts, where desirable, to assist with implementation of preservation plans. Overlay districts will be developed to address design, materials, and special uses to enhance or protect the historic district.



*The Holway House - 1419 Cass St., 1892*

**b. Local Designation.** The City Planning Department and the Heritage Preservation Commission will work with the Neighborhood to educate property owners on the benefits of historic preservation and identify and designate historically-significant properties to the Local Register of Historic Places.

**RESPONSIBILITY: GENA, City Planning Department, Building and Inspections Department, La Crosse Heritage Preservation Commission**

**4. Housing Maintenance Complaints.** The Building and Inspections Department, the Refuse and Recycling Department, and the Neighborhood Association will continually work together to identify problem areas in the neighborhood and

educate property owners through reference materials that will outline the City's general property maintenance requirements and methods to achieve compliance.

**RESPONSIBILITY: GENA, Building and Inspections Department, Refuse and Recycling Department.**

## B. Traffic and Parking

The objective of the Traffic and Parking Section is to reduce traffic speed, reduce traffic volume, address the type of traffic along the major corridors throughout the neighborhood, increase bicycle and pedestrian safety, and better address on-street and off-street parking issues.

### Traffic and Parking Actions

**1. Traffic.** There are several high-volume traffic corridors in the neighborhood. La Crosse Street, Losey Boulevard, West Avenue, and Campbell Road are four such corridors where speeding, high levels of traffic and traffic type are issues. The Neighborhood Association, the City Traffic Engineer, the Police Department, and the Planning Department will work together to identify areas along these corridors where the issues noted above are a serious problem.

**a. Traffic Speed.** Once identified, issues of speed will be addressed by utilizing traffic-calming techniques that aim at sustaining through movement in the neighborhood rather than additional stop signs, lights, and cul-de-sacs. This can include speed bumps, chicanes, roundabouts, planted medians, or other methods. Some issues of speed will have to be monitored and enforced by the Police Department.



In addition, there has been an issue with increased truck traffic on Losey Boulevard. Neighborhood residents have complained about the high speed at which the semi-truck traffic frequently travels, as well as the impact the vibrations have on the adjacent properties. The Neighborhood Association will have to work with the La Crosse Police Department to increase enforcement in the areas the residents have identified as problematic. The Neighborhood Association can also work with the Streets Department to raise the sunken manhole covers along Losey Boulevard in order to reduce the noise and vibration caused by hitting them.

**b. Traffic Volume.** The City of La Crosse only has three major north-south traffic corridors, two of which are the eastern and western borders of the neighborhood. In addition to these high-volume corridors, the neighborhood also sees a lot of vehicles on Main Street, Cass Street, and La Crosse Street.

Because of the high-volume of daily traffic on these corridors, it would be difficult to dramatically decrease the amount without decreasing City-wide driving rates. In order for the Neighborhood to have a dramatic impact on this issue, the Neighborhood Association will be involved in promoting and supporting all forms of multi-modal transportation, such as walking, biking, and public transit in order to help the community become less dependent on their vehicles.

**RESPONSIBILITY: GENA, Engineering Department, La Crosse Police Department, City Planning Department, Streets Department, and the La Crosse Area Planning Committee (LAPC).**

**2. La Crosse Street.** Recently the Wisconsin Department of Transportation (WisDOT) proposed expanding La Crosse Street to four lanes, between Losey Boulevard and West Ave, due to projected traffic counts. However, the counts never materialized, in part due to the addition of a lighted signal at Cass Street and Losey Boulevard which siphoned off some of the projected increase in traffic. There is still some concern within the neighborhood that WisDOT will again propose to widen this portion of La Crosse Street. The Neighborhood Association needs to monitor the City of La Crosse's yearly Capital Improvement Program and La Crosse Area Planning Committee's (LAPC) Transportation Improvement Program to become aware of any projects that involve the widening of La Crosse Street. In the event that any projects are identified, GENA will work with the LAPC, the Planning Department, the Public Works Department, UW-L, and the Common Council to ensure that the neighborhood's best interests are represented. These efforts apply to all transportation projects in the neighborhood. Particular attention should be paid to the major traffic corridors within and bordering the neighborhood (including, but not limited to, La Crosse Street, Losey Boulevard, West Avenue, and Campbell Road).

**RESPONSIBILITY: GENA, Engineering Department, La Crosse Police Department, City Planning Department.**

**3. Bike/Pedestrian Safety.** The Neighborhood Association will work with UW-L, Emerson Elementary School, the LAPC Bicycle & Pedestrian Advisory Committee, the Engineering Department, and the Planning Department to implement those



recommendations in the LAPC Transportation Plan that are beneficial to the neighborhood. The major focus will be on increased bicycle and pedestrian safety throughout the neighborhood with an emphasis on the major traffic corridors. As mentioned earlier in the plan, the Neighborhood Association will support all means of bicycle and pedestrian travel, including the construction of bike/ped facilities.

**RESPONSIBILITY: GENA, UW-L, Emerson Elementary School, LAPC Bicycle & Pedestrian Advisory Committee, Engineering Department, and the Planning Department.**

**4. Off-Street Parking.** With the large amount of multi-family housing that supports the University, there has been an ongoing issue concerning off-street parking. The Neighborhood Association will work with the Planning Department, the Building & Inspection Department, the Common Council, and the Apartment Owner's Association to re-evaluate the existing off-street parking requirements in the La Crosse Municipal Code to prevent green-space and back yards from being converted to parking lots. The requirements to be reviewed are: drive lane widths, minimum vs. maximum parking requirements, parking stall size, and landscaping requirements.



The Neighborhood Association will also work with the Planning Department to finalize the Multi-Family Design Standards for new multi-family development that addresses these off-street parking issues.

**RESPONSIBILITY: GENA, Planning Department, Building & Inspection Department, Common Council, and the Apartment Owner's Association.**

**5. On-Street Parking.** With the presence of University, on-street parking has been an ongoing issue between the students and the neighborhood residents that live within a few blocks of the University. Students have to to park in the University parking lots, while on-street parking in the surrounding neighborhood is free and sometimes closer their on-campus destination. Parts of the neighborhood have regulated on-street parking with two-hour limits and resident parking permits, but this has only shifted the problem to other areas within the neighborhood.



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The Neighborhood Association will work with the City Traffic Engineer and the La Crosse Police Department to identify areas where on-street parking is still a problem. The Neighborhood Association will request a report from the traffic engineer that outlines a variety of possible solutions for the problem areas. The Neighborhood Association will continue to support the University's policy for incoming freshmen to not bring their personal vehicles, while also encouraging the University to fund and build an on-campus parking structure. The Neighborhood

Association may also ask that the ad hoc parking committee be reconvened in order to assist in addressing these issues.

**RESPONSIBILITY: GENA, City Engineering Department, La Crosse Police Department.**

## C. INSTITUTIONS

The objective of the Institutions Section is to address concerns of the possible closing of Emerson Elementary and the expansion of the University. This section also addresses the need to improve the relationship between the University and the Neighborhood.

### Institutions Actions

- 1. Emerson Elementary.** Emerson Elementary is considered the most important asset to the neighborhood and a valuable resource for attracting new families. The loss of this school as an educational institution would be detrimental in the eyes of the neighborhood. The Neighborhood Association will work with the School District to keep Emerson Elementary open as a Neighborhood



*Emerson Elementary School*

School and develop a landscape plan to beautify its surroundings. In the event that the school is ultimately closed, the neighborhood shall work with the School District to ensure that the school is used as a community facility. If no community use can be found, efforts should be made to ensure that any future use of the site is desirable to the neighborhood.

**RESPONSIBILITY: GENA and School District.**

- 2. UW-L.** The presence of UW-La Crosse is one of the main assets of the neighborhood. However, with all of the positive impacts from the University, there is also the potential for negative impacts because of proposed actions listed in the University's Campus Master Plan. The Neighborhood Association will work with UW-L to improve communication either through a Reinvigoration of the University Relations Committee or by appointing a liaison(s) from each organization to attend neighborhood and University meetings in order to keep informed on issues of importance to one another, and in order to work towards a mutually beneficial existence.



*Veterans Memorial Stadium*



**RESPONSIBILITY: GENA and UW-L**

## D. PUBLIC UTILITIES AND SERVICES

The objectives of the Public Utilities and Services section are to upgrade the level and quality of City Services, encourage changes that will result in improvements to the physical characteristics of the neighborhood, and maintain safety and a positive perception of the neighborhood.

### Public Utilities and Services Actions

#### Parks, Green Space and Recreation

- 1. Neighborhood Pool.** Due to recent budget constraints, Forest Hills Pool was closed in 2005. In addition, Memorial (Municipal) Pool was closed in 2016 due to condition and maintenance issues. UW-L has also expressed interest in the Municipal Pool site for future parking or building expansion. Along with Emerson Elementary, both pools have been listed by the neighborhood as important amenities when attracting new families.

The Neighborhood Association will work with the Parks and Recreation Department, Historic Preservation Commission, Board of Park Commissioners, and the Common Council to designate Memorial Pool as a historic asset and develop a long term improvement or replacement for Memorial Pool in its current location of the neighborhood; this includes researching possible outside sources of funding. Use of UW-La Crosse's Mitchell Pool shall also be evaluated.



*Memorial Pool – UW-L*

**RESPONSIBILITY: GENA, Board of Park Commissioners, the Common Council, and the Parks and Recreation Department.**

- 2. Roellig Park.** Concern was expressed that Roellig Park was underutilized in its current state. The Neighborhood Association will work with the Parks and Recreation Department to determine potential uses of Roellig Park. After determining what potential uses the park can accommodate, the neighborhood will work with the Board of Park Commissioners and the Common Council to obtain funding through the yearly Capital Improvement Budget and the Community Development Block Grant program.

If it is determined that Roellig Park is unsuitable as a neighborhood park, the Neighborhood Association will work with the City Forester to plant additional trees within the park.

**RESPONSIBILITY: GENA, Board of Park Commissioners, the Common Council, the Parks and Recreation Department and the City Forester.**

- 3. Boulevard Trees.** Boulevard trees were listed as another important amenity in the neighborhood. Given the recent Ash Borer disease outbreak, this has become as even greater priority. Boulevard trees are important because they help clean the air, reduce the impact of storms, reduce urban heat island effects, and help improve the visual character of the neighborhood.



The Neighborhood Association will work with the City Forester to identify areas of need and recruit residents and property owners to take care of newly planted trees. The Neighborhood Association will also work to encourage a requirement that all boulevard trees that are removed are replaced by the party responsible for removing the tree. The party replacing the tree should be required to consult with the City Forester to select the proper tree species for the location. If needed, the Neighborhood Association will seek funding for additional street trees throughout the neighborhood through the City's yearly Capital Improvement Budget and the Community Development Block Grant program. The Neighborhood Association will also work with the City Forester to identify boulevard trees that are blocking stop signs and intersections in order to ensure safety for pedestrians, bicyclists, and vehicles.

**RESPONSIBILITY: GENA and the City Forester.**

- 4. Myrick Park.** Concern was expressed that Myrick Park & Center need greater stability and sustainability. The Neighborhood Association will work with the Parks and Recreation Department to determine potential uses of Myrick Park & Myrick Center. After determining what potential uses the park & center can accommodate, the neighborhood will work with the Board of Park Commissioners and the Common Council to obtain funding through the yearly Capital Improvement Budget and the Community Development Block Grant program.

**RESPONSIBILITY: GENA, Board of Park Commissioners, the Common Council, the Parks and Recreation Department and the City Forester.**



**Safety and Security.** 2005 & 2015 Grandview Emerson Neighborhood crime statistics were compared to three other neighborhood associations within the City. In general, crime in the GENA neighborhood was less severe than the other neighborhoods. However, no area is completely crime free and residents have expressed their desire to reduce the amount of crime that occurs in the neighborhood.

- 1. Neighborhood Watch.** Many of the crime issues within the neighborhood tend to be of a nuisance variety (noise, suspicious activity, etc.) As a part of formation, the association shall work with the Police Department to educate residents and promote the neighborhood watch program in the Grandview Emerson neighborhood. It is intended that the association will assist in initiating and expanding the number of neighborhood watch groups in the neighborhood by recruiting block captains and participants. Once formed, the block captains will work with apartment and property owners to include tenants in the watch groups.

**RESPONSIBILITY: GENA, Police Department.**

- 2. Greater Police Presence in the Neighborhood.** The Police Department will be called upon to increase the number of patrols in the neighborhood. Specifically, an increase in the number of foot and bicycle patrols will be sought. Along with other neighborhood groups, the Grandview Emerson Neighborhood Association will request and seek increased funding for these patrols.



**RESPONSIBILITY: GENA, Police Department.**

- 3. Drug and Alcohol Activity.** The Neighborhood Association will work with the Police Department and the Neighborhood Watch Program to educate residents on the proper methods for identifying and reporting suspicious activity that may be related to drugs and alcohol.

**RESPONSIBILITY: GENA, Police Department.**

- 4. Vandalism and Break-ins.** The Neighborhood Association will work with the Police Department to discourage vandalism and break-ins through proactive crime prevention efforts. The Association will encourage increased offerings of the La Crosse Police Department Landlord Training Program, which is a crime-prevention program, and encourage all neighborhood property owners to participate. The association will also support increased advertisement of the program and encourage its publication through the neighborhood association.



*Graffiti*

**RESPONSIBILITY: GENA, Police Department.**

- 5. Noise Violations.** The Association will partner with the Police Department to develop strategies aimed at decreasing the amount of noise in the neighborhood.

**RESPONSIBILITY: GENA, Police Department.**



## **Public Services**

**Stormwater Management.** There are a number of intersections within the neighborhood that flood during rain events. This is due to inadequate stormwater facilities and increased runoff. The Neighborhood Association will work with the Public Works Department and the Engineering Department to address stormwater quality in the neighborhood and determine the feasibility of creating a rain garden pilot program.

**RESPONSIBILITY: GENA, Public Works Department and the Engineering Department.**

- 1. Pedestrian Lighting.** The Neighborhood Association will work with the Public Works Department and the Engineering Department to develop a street-lighting plan for the neighborhood. The plan should include potential funding mechanisms for pedestrian-scale lighting in alleys, methods for eliminating dark areas of street lighting, theme lighting in historic neighborhoods, and a refocusing of street lights to pedestrian needs.

**RESPONSIBILITY: GENA, Public Works Department, and the Engineering Department.**

- 2. Refuse and Recycling.** The Neighborhood Association Members will work with the Refuse and Recycling Department to improve education on how to handle household waste, enforcement when household waste is not handled appropriately, and how to handle the increased amount of garbage associated with the end of the University's term.



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

- The Internet
- Community calendar ads on TV and radio
- Refrigerator magnets with pertinent information
- A list of businesses that accept large items, metals, etc.

- A depository site of garbage and recycling information for apartment owners to distribute to tenants (on the Web)
- Information available for the visually impaired

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

**c. Term-End Garbage Collection.**

The Neighborhood Association will work with the Refuse and Recycling Department to support refuse pick-up at the end of school semesters.

**d. Dumpsters.**



The Neighborhood Association will work with the Refuse and Recycling Department to review the requirements for the location of garbage dumpsters on a lot, the size requirement for dumpsters, when garbage cans are allowed versus dumpster, screening, and the frequency of collection.

**RESPONSIBILITY: GENA, Refuse and Recycling Department**

