



PRIVATE SECTOR SPHERES OF INFLUENCE AND NEIGHBORHOOD (RE)DEVELOPMENT OPPORTUNITIES IN LA CROSSE

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PURPOSE AND EXPLANATION

- ▶ **There are four main purposes of the following maps.** First, to aid in identifying existing and potential development sites within the City of La Crosse. Second, to illustrate how close many of our city's most successful private companies are to "neighborhoods in need" and potential development sites. Third, to illustrate and provide examples of where major La Crosse employers could harness their sphere of influence and finances and apply it to the task of developing or redeveloping neighborhoods nearest to their employment centers. Fourth, to illustrate possible partnership opportunities between private companies and local government.
- ▶ The maps herein are illustrated under the assumption that each of the major employers identified have a vested interest in and commitment to developing and redeveloping the housing available to the all residents in La Crosse and particularly to their employees.
- ▶ **This research is in not an official document but rather meant to be a tool to aid in the creative process of the members of the La Crosse Joint City-County Housing Task Force.** Members are encouraged to use these maps, add to them, subtract from them, however they find helpful to their jobs on the Task Force.
- ▶ The following maps focus on the portion of La Crosse which lies south of La Crosse Street, commonly known as the "Southside of La Crosse." The reason for this focus was due to the fact that the majority of La Crosse's major employers are located in the "Southside." It should be noted: **because this research is not final, it is entirely possible that similar maps will be illustrated and studied on the "Northside" of La Crosse.**
- ▶ Any names applied to neighborhoods, potential development sites, potential repurposment sites, or potential partnerships are applies exclusively to act as a point of reference and illustration.

FURTHER EXPLANATION

The maps explained: *There are several components to each map.*

- ▶ **Snapshot:** Each map should be viewed as a snapshot of a neighborhood or region of La Crosse as seen from above.

There are several shapes on each map that range in color

- ▶ **Red and pink polygons** are meant to illustrate particularly troubled neighborhoods – identified in this research as “Neighborhoods in Need.” These neighborhoods were identified using the research of Karl Green of the UW-Extension.
- ▶ **Yellow polygons** are meant to illustrate potential development sites. Some of these sites are known to HTF members. Some are already in the development process, and some are plots of land are not in the regular discussion of possible housing development sites within La Crosse. Each of these potential sites have their own challenges to get developed and in some cases, some development sites on the maps herein have been discussed and dismissed in the past. However, due to the enormity of the challenge the HTF is charged with addressing, all sites deserve consideration and discussion.
- ▶ **Yellow circles** are meant to illustrate the “spheres of influence” each company has and may choose to exert within their community.
- ▶ **White arrows** are meant to act as a visual connection between the major employers and each potential development site, repurposment site, or “neighborhood in need.”

Amenities: Below each map is a brief description of some of the major amenities specific to each neighborhood observed. In addition, Google Maps was used to provide a box below each map that shows the approximate travel time by bike, walking, and car, to reach historic Downtown La Crosse which is arguably the greatest amenity that the City of La Crosse has other than its people.


1. Isle la Plume (R?)
2. Isle la Plume+ (R?)
3. Swift Creek Grassland (R?)
4. "Hood" Neighborhood in Need*
5. Hood Park (R?)

Employment Center: **Gundersen Lutheran**




Neighborhood amenities include...

...proximity to major employers; including, Gundersen Lutheran and City Brewery, Pepsi Co., as well as several business parks. Likewise, proximity to a major hospital, a community center, Hamilton Elementary School and a large nursing home add to the value of this area. Additionally, the area is near numerous parks; including, Green Island Park, Houska Park, Hood Park, the area around Swift Creek and miles of riverfront property and viewing possibilities. There is also now a bike-bridge over the La Plume Slough connecting Isle De Plume to Cook Street.

**Neighborhood "names" are simply and only used as a point of reference.*



Travel time to reach historic downtown La Crosse:

	≈ 5 minutes	
	≈ 25 minutes	
	≈ 7 minutes	

(R?)=Repurpose?

Travel time to reach historic downtown La Crosse:

	≈ 1 – 10 mins	
	≈ 5 – 25 mins	
	≈ 1 – 12 mins	

1. "Cass to Jackson" Neighborhood in Need*
2. "Hood-Hamilton" Neighborhood in Need*
3. Empty Lot (R?)
4. Hood Park (R?)
5. 4th & Jackson

Employment Centers: **City Brewery, Mayo Clinic, Gundersen Lutheran, Viterbo University**

Neighborhood amenities include...
 ...proximity to major employers; including, City Brewery, Mayo Clinic, Gundersen Lutheran, Viterbo University; two major hospitals, two public schools, including Hamilton Elementary School and Lincoln Middle School. Additionally, the area is near numerous parks; including, Powell Park, Weigent Park, Cameron Park, Houska Park, Hood Park (unless developed), and Riverside.

**Neighborhood "names" are simply and only used as a point of reference.*

(R?)=Repurpose?

Travel time to reach historic downtown La Crosse:

	≈ 5 to 10 mins	
	≈ 35 to 45 mins	
	≈ 15 to 20 mins	

1. "Hood-Hamilton" Neighborhood in Need*
2. Swift Creek Grassland (R?)
3. Trane Park (R?)

Employment Center: **Pepsi Co., Gundersen Lutheran**

Neighborhood amenities include...
 ...proximity to major employers; including, Pepsi Co., Gundersen Lutheran. Likewise, proximity to a major hospital, the Southside public library and it's attached park; along with, Hamilton Elementary School and other nearby parks; including, Hood Park (unless developed), Powell Park, Trane Park, and the area alongside Swift Creek make this a potentially family friendly neighborhood.

**Neighborhood "names" are simply and only used as a point of reference.*

(R?)=Repurpose?

Travel time to reach historic downtown La Crosse:

	≈ 1 - 3 mins	
	≈ 1 - 10 mins	
	≈ 1 - 5 mins	

1. "Cass to Jackson" Neighborhood in Need*
2. Empty Lot (R?)
3. 3rd and Jackson

(R?)=Repurpose?

Employment Centers: **Logistics Health Inc., City Brewery**

Neighborhood amenities include...
 ...proximity to major employers; including, Logistics Health Inc., Mayo Health, City Brewery, and Viterbo University. Likewise, proximity to a major hospital, both public and private schools, La Crosse Fire Department headquarters, Historic Downtown La Crosse, Riverside Park and several other parks, make this an attractive place for prospective residents of the City of La Crosse to call home.

**Neighborhood "names" are simply and only used as a point of reference.*

Travel time to reach historic downtown La Crosse:

	≈ 5 to 10 mins	
	≈ 35 to 45 mins	
	≈ 15 to 20 mins	

1. Trane Park (R?)
2. Erickson Park (Not the pool) (R?)
3. Former Ray Hudson Site (R?)

(R?)=Repurpose?

Employment Center: **Trane Co.**

Neighborhood amenities include...
 ...proximity to major employers; including, Trane Co., Pepsi Co., Gundersen Lutheran. Likewise, relative proximity to a major hospital, the Southside public library and it's attached park; along with three public schools, including, Harry Spence Elementary School, Longfellow Middle School, Central High school, a public swimming pool, and nearby parks; including, Trane Park and Harry Spence Park (unless developed). This area is also nearby a movie theater, La Crosse Fire Station No. 3, and many other amenities provide potential to strongly develop this family friendly neighborhood.

Travel time to reach historic downtown La Crosse:	
	≈ 5 to 10 mins
	≈ 35 to 45 mins
	≈ 15 to 20 mins

1. Campus Neighborhood in Need

Employment Centers: **UW-La Crosse, Western Technical College, City of La Crosse, La Crosse County**

Neighborhood amenities include...

...proximity to major employers; including, UW-La Crosse, Western Technical College, and both La Crosse's City and County operations. Likewise, proximity to multiple institutions of higher learning, Emerson Elementary School, The Marsh, Myrick Park and Myrick Eco Park, Historic Downtown La Crosse, Riverside Park and several other parks, make this an attractive place for those looking for the right mix of the "small town" and "college town" feel to call home.

A MODEL for SUCCESS

Partners and Initiatives:

- Phillips Partnership Minneapolis, Minnesota
- Children's Hospital
- WELLS FARGO
- Honeywell
- ABBOTT NORTHWESTERN HOSPITAL
- ALLINA Hospitals & Clinics
- FannieMae FOUNDATION
- hennepin
- CITY OF MINNESOTA

EXAMPLE

LAX COLLEGE NEIGHBORHOOD PARTNERSHIP
Potential Membership

"HAMILTON PARTNERSHIP"
Potential Membership

"It takes a big goal, a big image, to energize people."

James W. Rouse

Further Reading

- ▶ **Phillips Partnership**
 - Official Website of the Phillips Partnership
<http://www.phillipspartnership.org/about.html>
 - Write up of the Phillips Partnership in NHC Affordable Housing Policy Review, 2004 – page 37
<http://www.nhc.org/media/documents/PrivateSectorFinal04.pdf>
- ▶ **Research by Karl Green on Troubling Housing Trends in La Crosse**
 - <http://lacrosse.uwex.edu/community-development/>