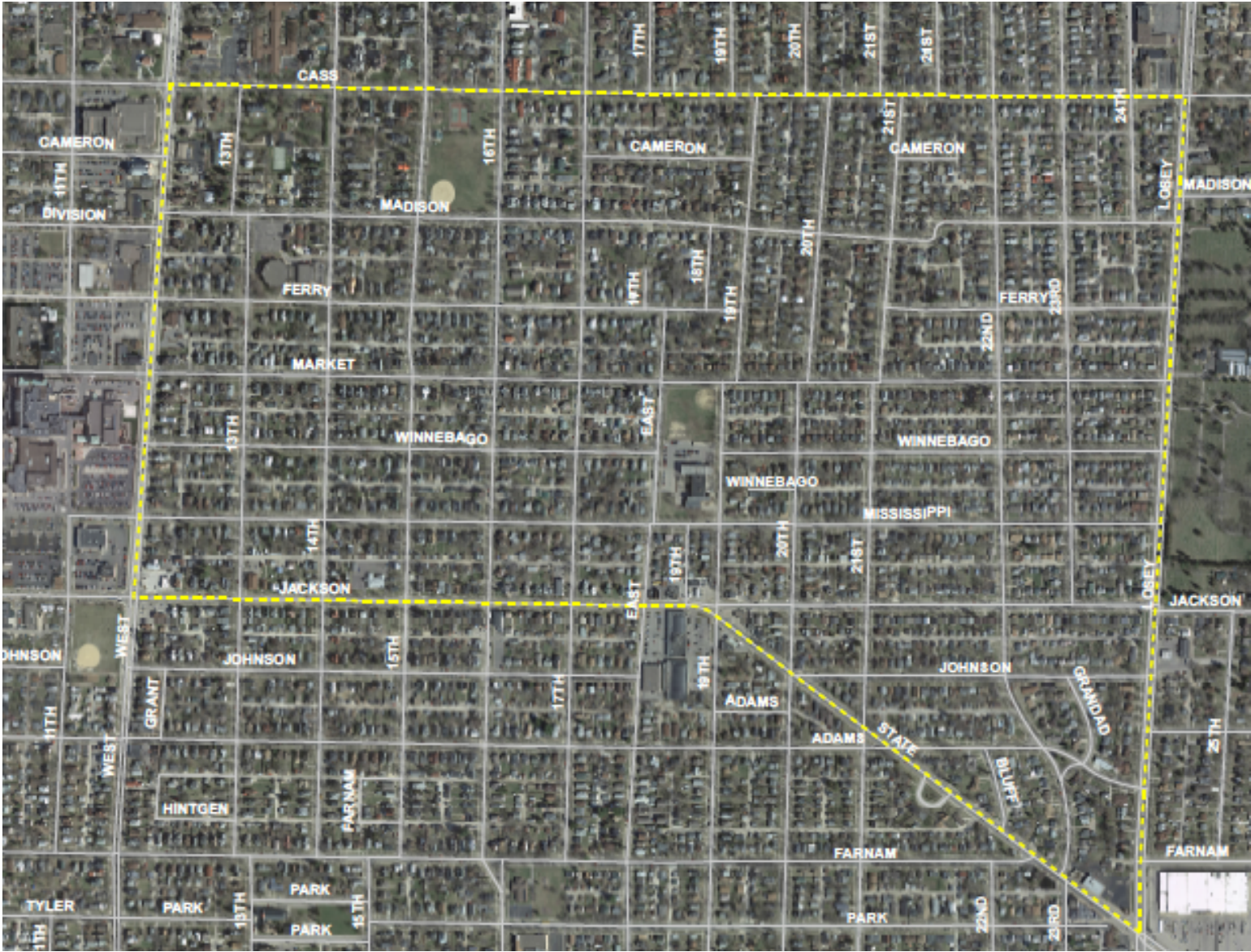




Weigent-Hogan Neighborhood Association 2019 Neighborhood Plan

A. Overview of Neighborhood:

- **Boundaries:** The boundaries of the association are West Avenue between Jackson Street and Cass Street, Cass Street between West Avenue and Losey Boulevard, Losey Boulevard between Cass Street and State Road 33, State Road 33 between Losey Boulevard and Jackson Street and Jackson Street between State Road 33 and West Avenue.



- Demographics of neighborhood: (data provided by City of La Crosse Planning Department-2016)

- ***Age distribution:***

0-4	230	4%
5-9	300	5%
10-14	189	3%
15-19	349	6%
20-24	1089	20%
25-29	509	9%
30-39	593	11%
40-49	557	10%
50-59	686	12%
60-69	445	8%
70+	573	10%

- ***Racial Characteristics***

White	91.2%
African American	1.2%
Native American	.5%
Asian	4.7%
Other	2.3%

- ***Annual Income:***

<\$25,000/year	21.6%
\$25,000-\$49,999	25.5%
\$50,000-\$99,999	41%
>\$100,000	11.9%

- ***Owner occupied vs rental homes***

In 2016, 64.1% of homes in the Weigent-Hogan Neighborhood Association boundaries were owner-occupied while 35.9% of the dwellings were renter-occupied. Over the last 3 years there has been a significant increase in the number of renter occupied homes. In 2013, 76.6% of homes in WHNA were owner occupied while 23.4% were rentals.

- ***Average assessed value of homes***

In 2013 the average assessed value of noncommercial residential properties within the WHNA boundaries was \$122,876 compared to an average assessed value of \$117,819 in the City of La Crosse as a whole.

- ***Crime rate***

In 2013 the crime rate within the neighborhood boundaries was relatively low with 3.8% of crimes committed within the city limits committed in the Weigent-Hogan neighborhood.

- **Residential & Neighborhood institutions:**

- The neighborhood is primarily residential with relatively few local businesses. The businesses located within the neighborhood boundaries can be found primarily on the boundary streets (West Ave, Losey Blvd, Jackson St and State Rd) although a few are located within the neighborhood residential areas. A small number of businesses are located Market Street and along 16th Street. A number of local businesses are located in three (3) strip malls that are adjacent to the neighborhood.
- The neighborhood is home to two churches—Unitarian Universalist Fellowship and La Crosse Christian Church along with one elementary school (Cathedral School- a catholic elementary school) and 7-Rivers High School (a project based public high school).

B. **Neighborhood Vision Statement:** The Weigent-Hogan Neighborhood Association works collaboratively using open communication with residents, property owners, business owners, the City of La Crosse and other organizations to sustain a healthy, safe, well-maintained neighborhood and a vibrant sense of community.

C. Description of Neighborhood assets

Neighborhood residents, in a 2015 neighborhood needs survey, noted the most desirable characteristics of the Weigent Hogan neighborhood were (in rank order):

1. People (neighbors are friendly and helpful)
2. Housing quality (good variety of housing styles and a number being updated)
3. Park
4. Close to work & job
5. Close to downtown

D. Neighborhood concerns

Respondents to the 2015 Weigent-Hogan neighborhood needs survey noted the following concerns within our association boundaries (in rank order)

1. Single family homes being converted to low quality rentals
2. Housing quality: Housing & property maintenance ---**TIED WITH---** Quality& condition of rental housing
3. Crime & safety
4. Parks & green space
5. Neighborhood boulevard trees/tree canopy

E. Plan to improve neighborhood—Timeframe: 2019

Overall goal: Preserve neighborhood assets while addressing concerns

Goals	Actions/Strategies	Parties Involved	Indicators of Success
Build membership in each of the 4 WHNA standing committees: <ul style="list-style-type: none"> • Environment 	Recruit WHNA members to serve on the 4 standing committees	WHNA Board Parties	Committee membership list established

<u>Goals</u>	<u>Actions/Strategies</u>	<u>Involved</u>	<u>Indicators of Success</u>
<ul style="list-style-type: none"> • Infrastructure • Membership • Governance 	<p>Elect a chair for each committee and establish regular meeting times</p> <p>Implement section of WHNA plan appropriate to each committee</p>	<p>WHNA Standing Committees</p>	<p>Chair of each committee designated</p> <p>Plan for implementation established</p>
<p>Maintain and improve the infrastructure within our neighborhood association boundaries</p>	<p>Work with the City of La Crosse to implement identified CIP priorities.</p> <p>Work with City staff to improve transportation (bike, pedestrian and vehicular) safety within our neighborhood</p> <p>Work with City staff, Council and City residents to reduce the conversion, within WHNA boundaries, of single family homes to multi family rentals</p>	<p>WHNA Infrastructure Committee, WHNA Board</p> <p>WHNA Board & WHNA members</p> <p>WHNA Infrastructure Committee, WHNA members & Planning Dept</p>	<p>CIP priorities implemented</p> <p>Transportation enhancements that improve safety are implemented</p> <p>Number of homes within WHNA boundaries converted to multi-family homes declines</p>

<u>Goals</u>	<u>Actions/Strategies</u>	<u>Parties Involved</u>	<u>Indicators of Success</u>
Maintain and improve the natural environment and green spaces within our neighborhood association boundaries	Advocate for improved storm-water management / increased application of green storm-water best practices and infrastructure to alleviate street flooding during storm events, most notably Cass Street at 19th and 15th Streets	WHNA Infrastructure Committee and WHNA Board	Flooding during storms is reduced
	Advocate for the restoration of the neighborhood's tree canopy. <ul style="list-style-type: none"> • Audit 2018 Plantings • Letter on tree care distributed • Pruning Workshop 	WHNA Environment Committee & The City of La Crosse	The number of boulevard trees increases
	Encourage habitat gardens at residences,	WHNA Environment Committee/	Pollinator Garden at Hogan increases in size & Weigent Park plantings reviewed

<u>Goals</u>	<u>Actions/Strategies</u>	<u>Involved</u>	<u>Indicators of Success</u>
	<p>parks and open spaces in our neighborhood.</p> <ul style="list-style-type: none"> • Double the size of Hogan Pollinator Garden. • Join with 7 Rivers to promote the translation. • Review Park Plans for plantings <p>Promote and Recognize environmental Neighborhood residential and institutional efforts.</p> <ul style="list-style-type: none"> • Secure sponsorship • Lawn, Flower and Vegetable signs 	<p>WHNA Board and WHNA members</p> <p>La Crosse School District.</p> <p>City of La Crosse</p> <p>Environment Committee</p> <p>Sponsoring nurseries and stores.</p> <p><u>Parties Involved</u></p>	<p>Recognition plan developed and implemented</p>

<u>Goals</u>	<u>Actions/Strategies</u>	<u>Membership Committee</u>	<u>Indicator of Success</u>
<p>Build WHNA membership and connections between residents living within our neighborhood association boundaries and with other neighborhood associations within the city</p>	<p>---- Expand the use of social media to increase awareness of WHNA</p> <p>- Continue to promote WHNA General Meetings & Events through Facebook Events Increase reach by communicating to neighbors via NextDoor</p> <p>- Plan & Implement a Membership Campaign (Possibly centered around one or more of the following ideas: meeting new neighbors, stories from the neighborhood, and/or why we like the Weigent-Hogan Neighborhood.)</p> <p>- Work with the Board to secure a small amount of funding for digital ads/establish a small budget for WHNA promotion</p>	<p>Membership Committee</p> <p><u>Parties Involved</u></p>	<p>The number of people living within the WHNA boundaries on the WHNA email distribution list and face-book page as well as attending general member meetings increases.</p>

<u>Goals</u>	<u>Actions/Strategies</u>		<u>Indicator of Success</u>
	<ul style="list-style-type: none"> —Increase WHNA committee engagement. - Utilize Social Media for committee meeting reminders - Work with representatives of committees to craft position descriptions for each respective committee for purposes of member recruitment - Work to remove barriers to committee participation by proposing that the by-laws be amended to reflect attendance at a committee meeting is equal to attendance at a general meeting for membership eligibility purposes - Reach out to potential committee chairs/members on a case-by-case basis 	<p>WHNA Board & All</p>	

	Participate in 1 City-wide neighborhood association event	Neighborhood Event Ad Hoc Committees	WHNA participation in the All Neighborhood event noted
	Regularly attend All Neighborhood Association Leaders Group meetings	WHNA President/ Vice-President	Attendance at All Neighborhood Leaders meetings noted