Building Confidence

Aging Neighborhoods

Presenters:

In

Brian Fukuda, Community Development Specialist, La Crosse County Caroline Gregerson, Community Development Administrator, City of La Crosse Jason Gilman, AICP, Director of Planning and Development, City of La Crosse

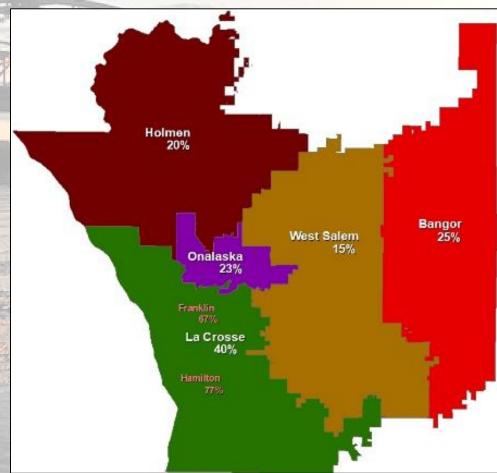
Creates Inefficiencies in Service Delivery:
– Schools:

Summary of School District Referenda – 1994 to 2008				
School District	Referenda	2008	Cost/	Enrollment
	Total	Enrollment	Enrollee	Change
La Crosse	\$20,608,000	7,159	\$2,879	-12.0%
Bangor	\$12,750,000	625	\$20,400	4.0%
Holmen	\$41,971,000	3,584	\$11,711	44.0%
Onalaska	\$21,325,000	2,978	\$7,161	15.5%
West Salem	\$23,300,000	1,674	\$13,919	26.3%
Total	\$119,954,000	16,020	\$7,469	5.9%

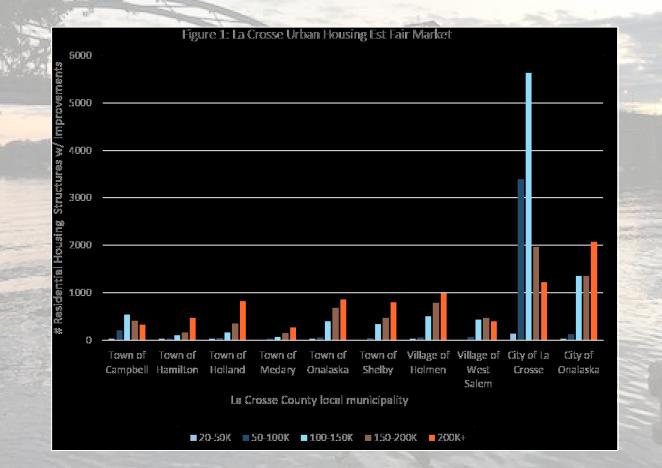
- Roads:

 Over \$20m in unfunded road needs to address safety and congestion.

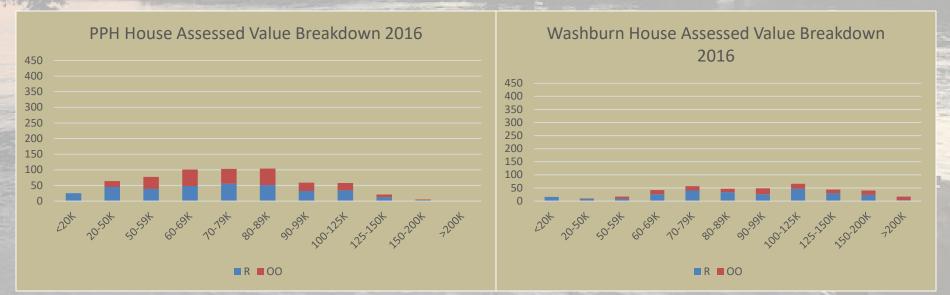
- Concentrations of Poverty
 - Free & Reduced Price Lunch



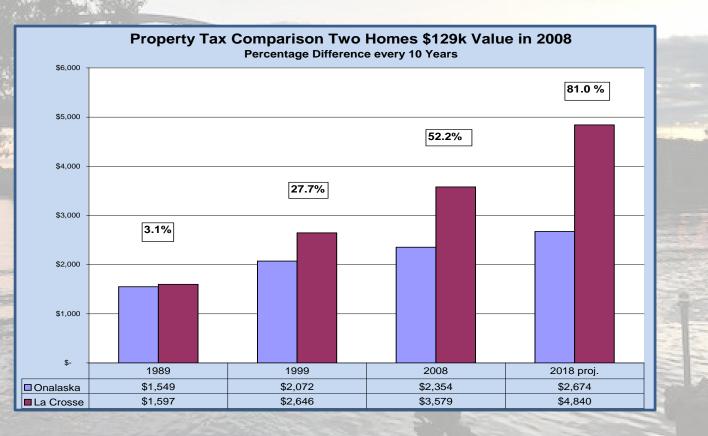
Low valued housing in City of La Crosse



- Concentration of low-valued housing in certain neighborhoods
 - County Median Home Value = \$156,700
 - City Median Home Value = \$130, 100
 - PPH Neighborhood Median Home Value = \$77,196
 - Washburn Neighborhood Median Home Value = \$106,268



Tax Rate Disparities



Broad Community Education

- Led by Karl Green, UW-Extension
 - Housing Trends
- Cost of Community Services
- Costs of Commuting
- Employee Housing Surveys



- Community Collaborative County, City, and SD
- County Collaboration Conference
- "Changemakers Breakfast"

La Crosse Promise

La Crosse Promise

- W.E. Upjohn Institute Economic Impact Study
- "Changemakers Breakfast"
 - Engaged Community/Business Leaders
 - Formed Workgroups/Committees
- Incorporated as 501c3 in 2010
- Future Centers open in Fall 2012
- Scholarship program starts in Sept. 2015

La Crosse Promise

La Crosse Promise

- Scholarships as incentive for neighborhood revitalization
 - Targeted neighborhoods
 - Up to \$50,000 scholarship per household
 - Build a new house with at least \$150,000 value
 - Renovate an existing house with a \$30,000/\$60,000 project
 - Family must live in home for at least 4 years
 - Students must meet with Future Center advisor

Broad Community Support



Consortium of 11 Local Lenders





Dream • Believe • Achieve





Exceptional services. Extraordinary place.

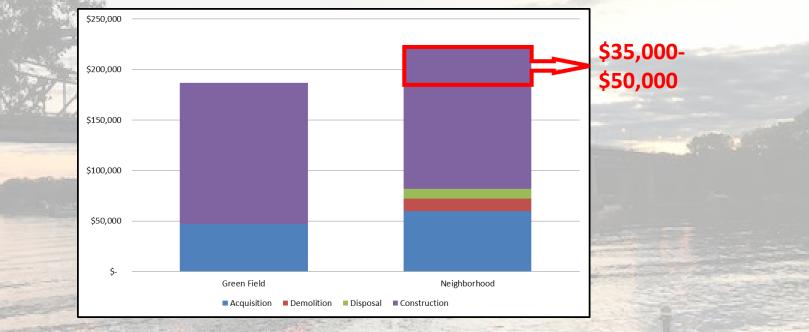


La Crosse Promise Progress

- Last home built by private owner 2006
- Since 2001, only 2 homes built by private owners
- With La Crosse Promise:
 - 11 new, market value homes
 - Average value of \$212,000
 - Over \$2.2m in new assessed value

La Crosse County - Grants

Cost gap discourages redevelopment:



- County created programs to fill gap
 - Acquisition & Demolition Grants
 - Solid Waste Grants

Acquisition & Demolition Grants

- Up to \$50,000 for single-family and \$100,000 for multi-family projects
 - Assists with acquisition costs, demolition costs, clearing, utility connection work, survey work, etc.
- End product must have value of at least \$150,000/unit for SF and \$80,000/unit for MF
- 4 competitive rounds per year
 - Tax base creation
 - Private investment leverage
 - Neighborhood compatibility/compliment

A&D Grants - Summary

• Awards made:

- Acquisition & Demolition Grants: \$548,710
- Solid Waste Disposal Grants: 305 tons (\$62/ton = \$18,910)
- Housing Units 47 total units:
 - 7 single-family owner occupied units
 - 28 multi-family rental units
 - 12 multi-family, owner occupied units
- Tax Base:
 - Minimum of \$5,889,000 in new tax base
 - Approximately \$5.4m in private investment leveraged







City Toolbox : TIF, CDBG, HOME, Capital Borrowing

1. City actively acquires and demolishes housing



2. Deploy multiple partnerships and programs to redevelop lots into single family homes





51 Homes Replaced \$5.2 million +





New since 2013: Private builders and families

Ę



3. Active facilitation of Multi-Family Development

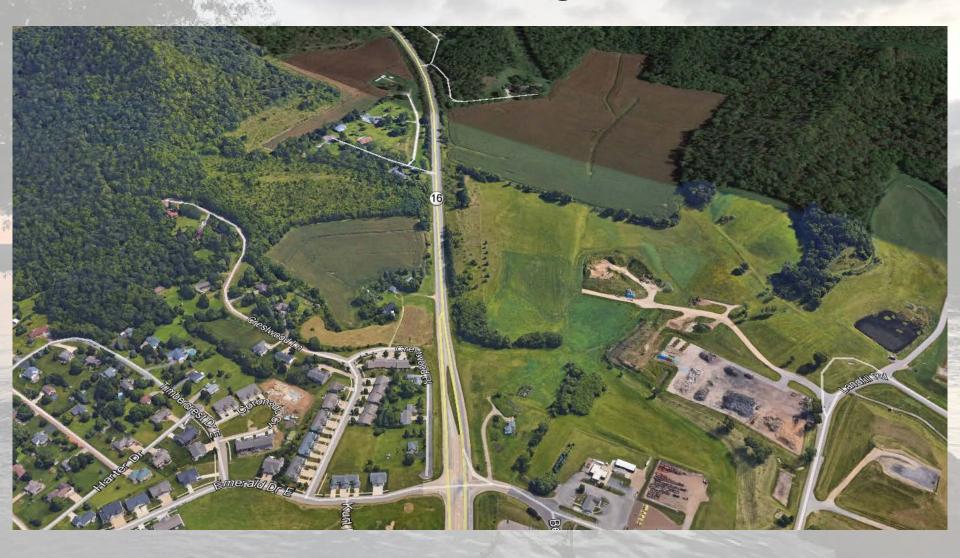


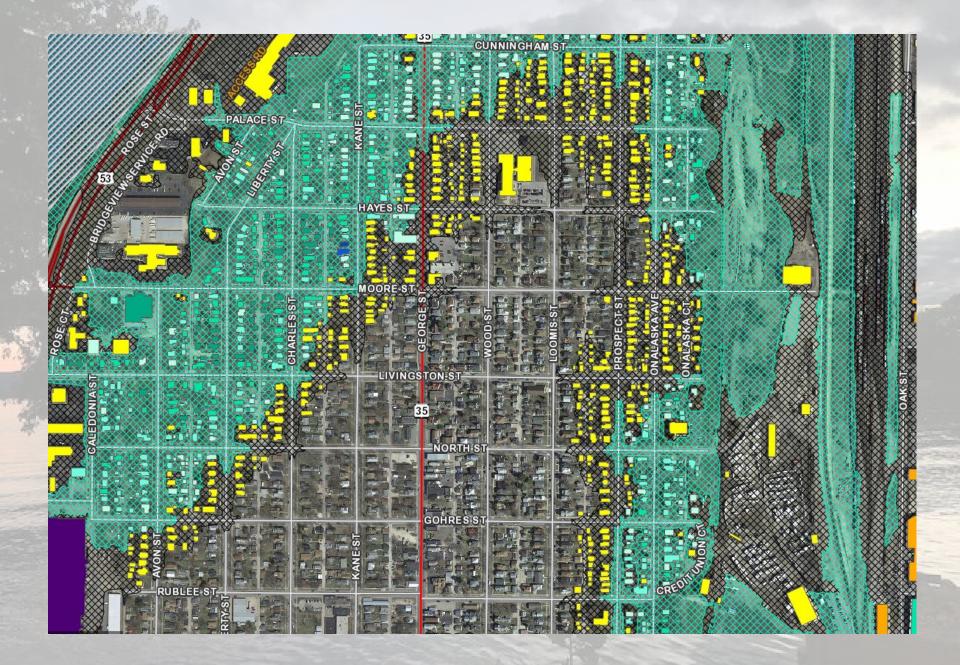






Building on the Momentum and the Case for Vigilance













Get a Fair Offer for Your Home No Commission and No Fees To Sell Your House

Sell Your Home Fast! Call 608-318-3089

Any Problem Okay We buy "AS IS"

Termites, mold, fire damage and structural problems are all okay. You don't even need to clean your home.

Call Us 608-318-3089

Visit us www.WiscoPropertyGroup.com

Wisco Property Group, LLC wiscopropertygrouplic@gmail.com Wisco Property Group 608.318-3089

Contact Information

Brian Fukuda

Community Development Specialist La Crosse County, Wisconsin 212 6th Street N. Room 2300 La Crosse, WI 54601 (608)785-5792 fukuda.brian@co.la-crosse.wi.us Caroline (Neilsen) Gregerson Community Development Administrator City of La Crosse 400 La Crosse Street La Crosse, WI 54601 (608) 789-7393 gregersonc@cityoflacrosse.org www.cityoflacrosse.org/lots

Jason Gilman, AICP Director of Planning and Development 608-789-7362 gilmanj@cityoflacrosse.org



- Transportation policy and the flight of affluence
- Lack of regional land use policy
- Urban centers have the oldest structures
- Post-recession contractor shortages
- Macro-economic factors
- Environmental Challenges and Broken window effect
- Social challenges

Urban Neighborhood Opportunities

- Demographic and Market Shifts
- Critical Mass of Services
- Inclusive Housing Strata
- Culture
- Macro-economics, Downsizing
- Transportation Choices
- Employment Concentration