

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.

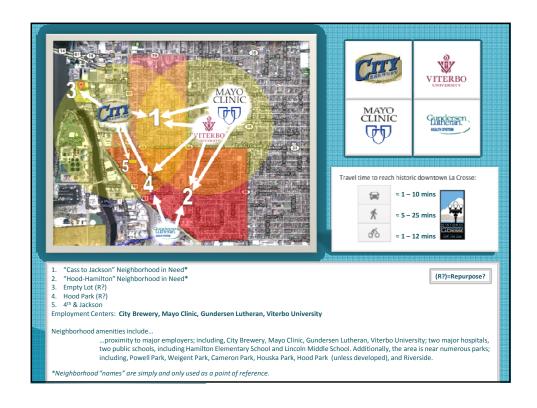
 Snapshot: Each map should be viewed as a snapshot of a neighborhood or region of La Crosse as seen from above.

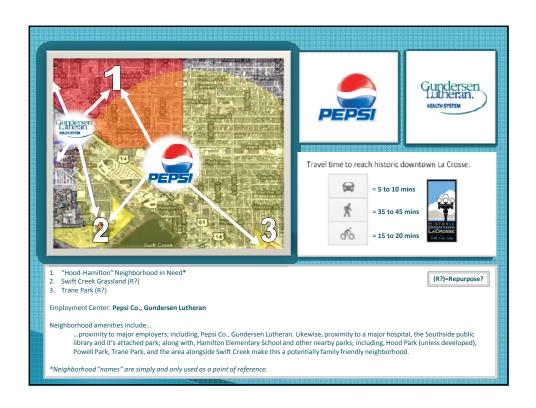
There are several shapes on each map that range in color

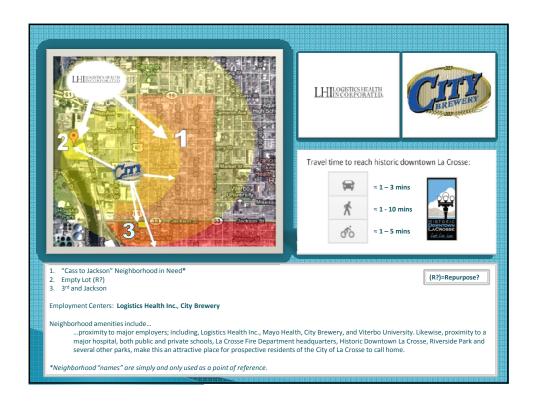
- Red and pink polygons are meant to illustrate particularly troubled neighborhoods identified in this
 research as "Neighborhoods in Need." These neighborhoods were identified using the research of
 Karl Green of the UW-Extention.
- Yellow polygons are meant to illustrate potential development sites. 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, repuprosment site, or "neighborhood in need."

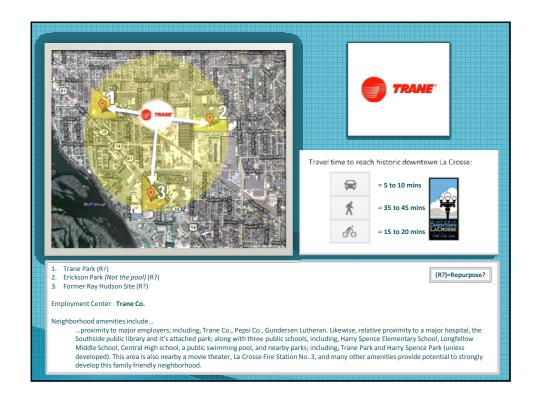
Amenities: Below each map is a brief description of some of the major amenities specific to each neighborhood observed. In addition, Google Maps was used to provide a box below each map that shows the approximate travel time by bike, walking, and car, to reach historic Downtown La Crosse which is arguably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



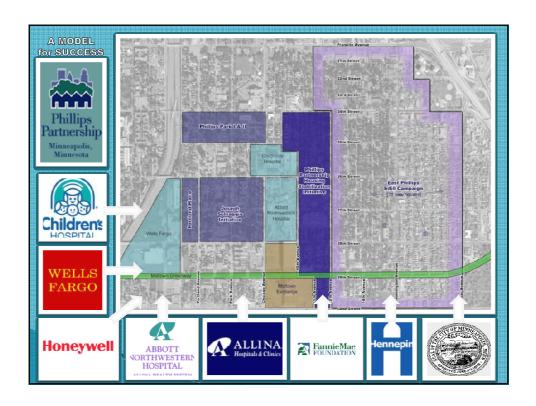














Further Reading

- 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/