



# THE NEXT GREAT PLACE UPTOWNE SUMMIT

WORKSHOP  
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# ACKNOWLEDGEMENTS

In partnership with the North La Crosse Business Association (NLBA) and the “Old Towne North” community, Urbanlocity facilitated a community engagement and business development project to help revitalize a specific portion of North La Crosse, commonly known as “Old Towne North”.

Held in October 2016, the “Next Great Place UPTOWNE Summit” was a direct result of the contributions of the many talented local participants coming together with a group of the nation’s top urban innovators. The purpose of this collaboration was to provide guidance of neighborhood revitalization and community engagement. The goal? To make “UPTOWNE” a more vibrant, livable, fun, creative and innovative asset to the La Crosse Community.

The unique process of the Next Great Place UPTOWNE Summit involved the citizens and business owners in the decision-making. Allowing the community to express their vision for the future planning of this area with assistance from the fresh eyes of the outside facilitators. The summit also provided an opportunity to meaningfully express social, economic, and political issues, specific to the area. We are incredibly grateful for and humbled by all the contributions and expertise that was shared at the Next Great Place UPTOWNE Summit and we are so pleased to share the information with you, the reader.

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# FUNDING

The Next Great Place UPTOWNE Summit was a community-led initiative, 100% funded by the community of La Crosse and surrounding areas. If not for the contributions of our many supporters, Next Great Place UPTOWNE Summit would not have happened. Their generosity is a great example of concerned businesses and citizens willing to make a very personal investment in their own community.

In 30 days, 100 private citizens raised \$24,465.00 to bring this project to life, through an online fundraiser campaign. The initial investment proposed to conduct the Summit was \$22,000.00. All surplus funding was returned to the NLBA to help fund future community projects in UPTOWNE. It is our hope that a collective group of concerned and active UPTOWNE people will form, to hold custody of this plan and it's outcome. See Appendix 1 for detail of budget and fundraising efforts.

Since The Summit, \$6,000 additional dollars have been raised towards UPTOWNE projects!

## UPTOWNE SUMMIT SPONSORS

### VISIONARY LEVEL

Nick and Mandy Roush, Root Down Yoga

### Pioneer LEVEL

Dan Kapanke, La Crosse Loggers  
Doolittles, Mark Jewellers

### Booster LEVEL

Mary Gavaghan	Scott Chapman	Full Circle Supply
Grand Bluff Running	Amy Mader	Travis Tippery
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Cheri Schuyler	Kat Skemp Moran	

### Placemaker LEVEL

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Brian Spreuer Courtesy Corp. McDonalds  
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Candlewoos Suites  
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# INTRODUCTION

The intent of The Next Great Place UPTOWNE Summit, through community engagement, is to address current concerns and conditions of the community in “Old Towne North” regarding economic development, transportation, redevelopment opportunities, historic preservation and community involvement and networking. The process of community engagement allows citizens to play a meaningful role in the discussions, decision-making and implementation of projects and programs affecting the area.

The Next Great Place UPTOWNE Summit was initiated by Urbanlocity and the North La Crosse Business Association to help revive the area known as “Old Towne North”, to make it as lively and active of a place as it once was! The Next Great Place UPTOWNE Summit brought together talent from around the community and a carefully curated group of the nation’s top urban innovators to assist the local community in developing creative, strategic projects and programming that initiate the goal of making UPTOWNE a more livable, fun, creative and innovative community.

This Next Great Place UPTOWNE Summit report should not be considered a static document. It is intended to provide guidance for the community. However, in order to respond to the unanticipated changes in environmental, social, or economic conditions, the report must be continually monitored and amended, as necessary, in order to remain updated and relevant to community and citywide needs.





## **HISTORY OF “THE NORTHSIDE” AND “OLD TOWNE NORTH”**

“North La Crosse has a history that is in some significant ways different from that of downtown La Crosse. For both areas, geography has played a large role in the historical development of the commercial and residential districts. North La Crosse is separated from the southern part of the city by the La Crosse River and extensive wetlands area known as the La Crosse River Marsh. During the Lumber Era, logs coming downstream on the Black River were directed to the large sawmills along the east bank of the Black River in North La Crosse. From its earliest days, the base industry in North La Crosse was lumber milling. Also, steamboats had a difficult time advancing upriver on the Black River, so North La Crosse did not develop as a shipping/commercial center. The immigrant group most associated with work in the pineries and lumber mills were the Norwegians, who became the dominant ethnic group in North La Crosse and established early on a lumber camp, working class flavor to the community.

With the coming of the railroad in the late 1850s, North La Crosse became the site of much of the activity of the rail industry, particularly in the late 19th and early 20th century. The four major rail lines all had important operations in North La Crosse and employment in the rail industry was a major occupation for many on the north side. These railroad jobs and later employment opportunities in industry and manufacturing on the north side perpetuated a “blue collar” tradition in the commercial and residential areas. The socio-economic division between north and south La Crosse is still evident today. That difference is reflected in the architecture of North La Crosse.

The architecture of North La Crosse reflects the unique history of the north side and a strong sense of community pride. The industrial buildings are associated with the railroads and with other early 20th century industries that developed after the Lumber Era. The core commercial district along Caledonia

Street has very few high-style buildings and many of the vernacular 19th and 20th century facades have been greatly altered. However, “Old Towne North” still retains a distinctive commercial flavor attractive to heritage tourists. There are a few examples of well preserved Victorian Era residences in North La Crosse but the majority of residences are vernacular interpretations of popular historic styles. There are two buildings in North La Crosse on the National Register of Historic Places and several La Crosse City Historic Landmarks, although several more buildings are eligible for both lists.”

Source: Footsteps of La Crosse

As mentioned earlier, the phrase “Old Towne North” was coined as a branding term about 20 years ago by local business leader Randy Eddy Sr. The name Old Towne North gave a sense of place and identity to the multiple antique and historic related businesses that once populated the 1200 & 1300 block of Caledonia Street. It’s interesting to note that as we spoke to more and more people, the name UPTOWNE was actually a phrase used to describe this part of La Crosse, well before it was called Old Towne North.

History also shapes boundaries. It’s important to define how history has shaped the perceived borders of Old Towne North. As we spoke to business and community members, we got a few different interpretations, but most seemed to agree that Old Towne North is roughly defined as Clinton to Wall St. and From Avon to Copeland Park.



## CURRENT CONDITIONS

In the heart of La Crosse’s Northside, just one block off of the busy Highway 53 corridor sits “Old Towne North”. The historic business district and surrounding neighborhood was, at one time, one of La Crosse’s most thriving areas. In the early 20th century, the two-lane commercial corridor on Caledonia Street was abuzz with activity—an anchor to the surrounding close-knit neighborhood.



As time has marched on and consumer preferences have shifted, this once bustling area has changed. Many of the antique and historic stores that helped originally coin the name Old Towne North have closed. And like many communities across America, economic change has brought about big changes in commercial needs. Sometimes in very challenging ways.

Short on the foot traffic and sense of place that made the district so vibrant in the past, some local businesses have had a difficult time keeping their doors open. This unfortunate set of circumstances leading to many of the district's historic buildings falling into disrepair.

But there is great hope and possibility for this place! This hope is what spurred the idea of The Next Great Place UPTOWNE Summit!. Just as the name "Old Towne North" was coined for the businesses that made up the district in the past, a new name, a new brand, "UPTOWNE" gives that same possibility to current and future businesses too!

## **THE VIEW FORWARD**

UPTOWNE has the potential to be the hip new place for people to spend their time and money! A destination that's worth the trip! With a new brand, a focused plan, and well-directed reinvestment, this area could be bustling with people again. Anchor businesses thriving, new local stores and artisans, social events to connect community together!

The bones of this community are strong. The UPTOWNE area has many indisputable assets for people of all ages and backgrounds. UPTOWNE offers the Caledonia Street business corridor, adorned with historic architecture, and businesses that can't be replicated today. The area is accessible and walkable, with access to the neighborhoods, fun and recreation, including walking and biking trails, Copeland Park, The Mississippi River and the La Crosse Loggers. The area hosts multiple strong local businesses such as Pogreba Restaurant, Root Down Yoga, Mark Jeweler, Essential Health Clinic, Old Towne Strings, Lawyers at Work, The Sweet Shop and many more! All together, these amenities offer a strong framework for the creation of The Next Great Place; UPTOWNE!

History plays an important role in our lives. History and heritage are essential sources of meaning that give a place character. History also shapes the way we view the present. The Next Great Place UPTOWNE Summit will celebrate the history and heritage of "Old Towne North" while developing new expressions for current times. By acknowledging the current needs and desires of the community, the UPTOWNE Summit can breathe new life into this place we all love and cherish.

The timing of the UPTOWNE Summit is key to it's success. The Hwy 53 corridor that borders UPTOWNE on the West is in the midst of a major planning effort. The completion of this summit and the potential for collaboration with the greater HWY 53 corridor effort has the opportunity to leverage our efforts and bring successful ideas to reality much sooner.

# THE NEXT GREAT PLACE UPTOWNE SUMMIT

The hope is ideas coming from the UPTOWNE Summit will leverage assets that already exist in the community, including physical places, individuals and organizations. By leveraging existing assets, project become “lighter, quicker, cheaper” to implement. Projects that are quick and easy to implement generate immediate momentum for revitalization and add to the desire of community members to continue the work. Boosting community confidence is a key to any revitalization effort’s success. Ideas and Projects will be grouped by timeline to implementation. Easier or less expensive ideas can be implemented first, harder and more expensive ideas over longer periods of time as resources become available.

The compilation of plans, presentations, advisement, community engagement approaches, and selected highlights, will be sorted by core areas of improvement and into three time-based categories.



## **SHORT TERM (1-12 MONTHS)**

Core improvements that can be produced and implemented “quick” and “easy” through community engagement and within a short time frame.

## **MID TERM (1-3 YEARS)**

Core improvements that need assistance planning from public and private stakeholders and results can be produced within 1 to 3 year time frame.

## **LONG TERM (3+ YEARS)**

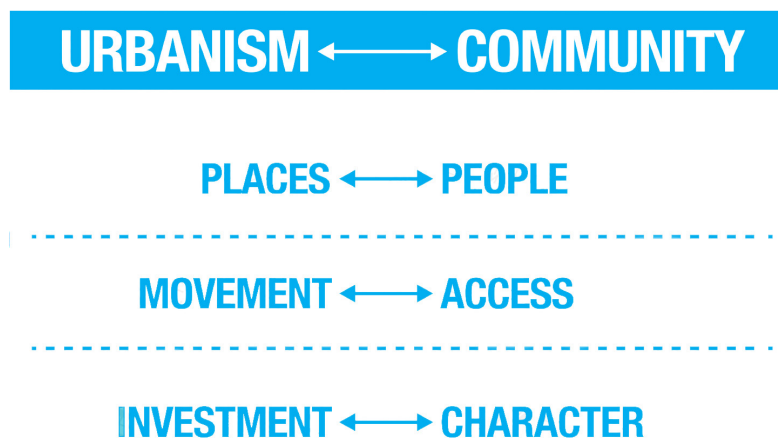
Core improvements that need a longer process of development with plans, public and private stakeholders, and construction to assure its sustainability.

Outside facilitators were brought in from around the nation. All from different segments in city planning, economic development, community engagement, art and architecture. Before the summit began, the facilitators were given information regarding the Old Towne North and its history. The facilitators were led on a tour through the community by local business owners and community leaders. They had the opportunity to learn what makes this area great and hear concerns about the future and the visions of the community.

They met with city staff from Planning, Police, Engineering, Public Works and the Fire Department. To ask questions and hear concerns before the summit began and to understand the city's processes for projects, funding, and collaboration with the community. This background and education gave the facilitators a chance to understand the community through the eyes of citizens and allowed them to formulate questions and conversations with the public when the summit began. For more information on the individual facilitators see Appendix 2, Facilitator's Bio.

## THE SUMMIT'S PROCESS: FOCUS AND ACTIVITIES

The summit had two activities for public engagement. The **Summit Workshops** and **Take it to the Table - Community Dinner**. As we moved into these activities, we did our best to stay focused on our goals for Areas of Improvement and Opportunity. While maintaining balance in the competing interests of Core Concerns in Urbanism vs. Community.



### Places ↔ People:

Ideas should value the places that give form to the community, while always valuing the people that give life to the community.

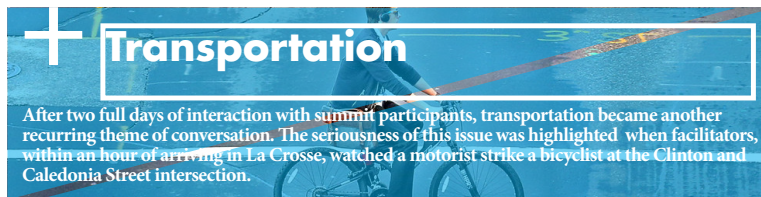
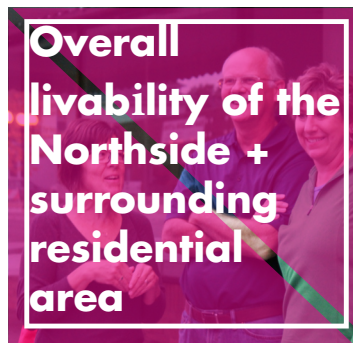
### Movement ↔ Access:

Ideas need to address the movement to, from, and through the community, while being sure to address equality of access into, out of, and within the community.

### Investment ↔ Character:

Ideas should encourage investment in the community, but should try do so by encouraging activation of the existing culture and assets of the community.

# THE SUMMIT'S GOALS: 5 AREAS OF IMPROVEMENT AND OPPORTUNITY



## **BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP:**

Projects and programs that help developers, innovators, small businesses, and entrepreneurs to develop opportunities within in the neighborhood

## **PLACEMAKING AND STREETScape ENHANCEMENTS:**

Creating new and revitalized existing open public spaces that promote people's health, happiness, and well being

## **OVERALL LIVABILITY OF NORTHSIDE AND SURROUNDING RESIDENTIAL AREAS:**

Creating and managing opportunities for comfortable living and a better quality of life for residents

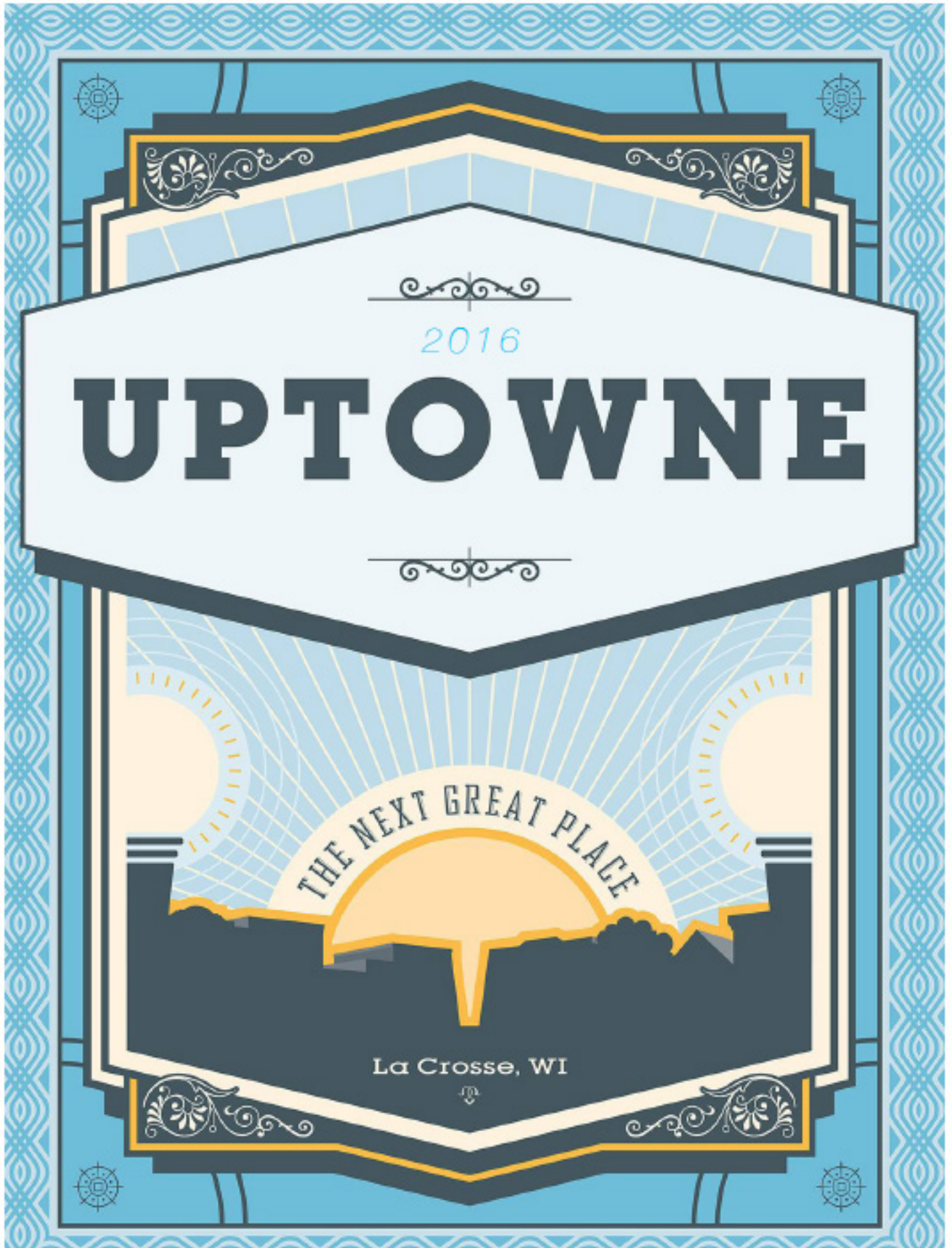
## **BUILDING THE UPTOWNE BRAND**

Unify an image that impacts many aspects of community and brings the community together

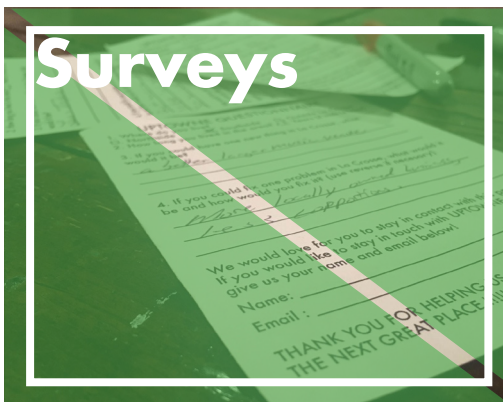
## **TRANSPORTATION:**

Addressing concerns and opportunities for safety for pedestrians and bicyclist





# THE UPTOWNE SUMMIT “WORKSHOP”



The summit workshops were comprised over a two-day intensive with over 100 workshop participants. Each “workshop table” was a team, made up of two outside facilitators, local facilitators, ranging from city departments to community leaders and community participants. The format of the workshop allowed the community participants to come and go throughout the day and join any workshop table’s conversation.

Each group focused on the core areas of improvement and opportunity listed earlier but were not limited to them. This flexibility allowed tangents to the conversation and new ideas to be explored. Community participants were able to walk around and give input in each group and share from their own experience. The facilitators were able to ask questions, conduct on site research, interview community members, walk right outside to see concerns and visit the businesses.

Throughout the day, people voiced their wants, needs and concerns. As the conversations progressed, needs and concerns became potential opportunities. Opportunities for dozens of creative, realistic and scalable projects. Projects both big and small that once implemented, could all make a positive impact on business viability and quality of life in UPTOWNE.

The information collected in the UPTOWNE Summit workshops are all expressed as the ideas in the Data section of this report.



# “TAKE IT TO THE TABLE COMMUNITY DINNER

The Take it to the Table - Community Dinner was a public event hosting over 150 people! We closed down the 1200 block of Caledonia Street in the heart of UPTOWNE and broke bread together. Community members, facilitators, business owners all sat down and enjoyed a fabulous meal provided by Pogreba restaurant and dessert from the Sweet Shop! Tom Thibodeau from Viterbo gave an inspiring talk on the value of “Connecting Together as a Community” reiterating the very premise of the UPTOWNE summit. His words were very poignant in that “Connection is the very fabric of a community, places and spaces where we connect are essential to all of our happiness.” The event could not have happened without the collaboration of community businesses generously offering food, drinks, tables, chairs, music, and raffle prizes.

The event was attended by a diverse group. From long time residents to people brand new to UPTOWNE. Once again giving participants and facilitators the opportunity to talk one on one and get to know each other.

As part of the event, a survey was distributed to help gather general information from the public regarding questions about La Crosse and the UPTOWNE community. Of the 150 attendees, 49 people responded to the survey.

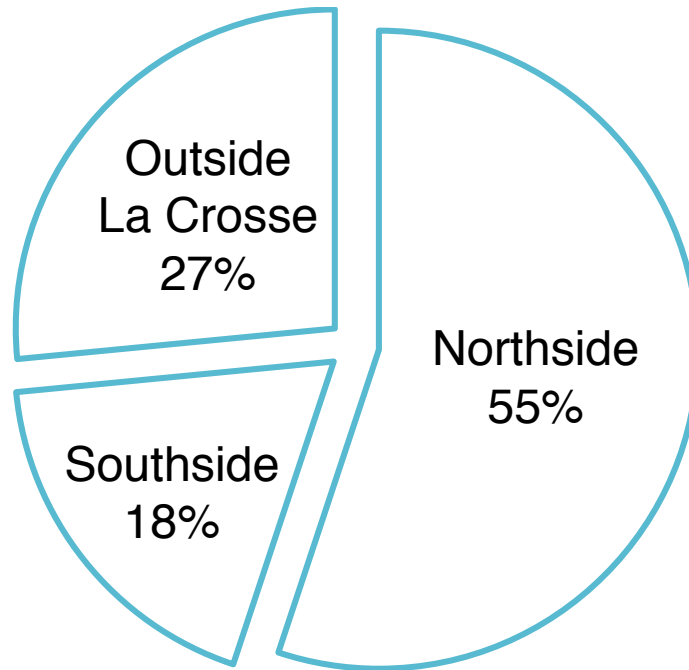
## **The event inspired people to:**

- Look at space differently
- Meet and celebrate the community
- Make new friends and reunite with old ones
- Introduce the community to local businesses
- Engage in conversation about the future of UPTOWNE and the Northside



# TAKE IT TO THE TABLE SURVEY QUESTIONS AND RESULTS

## QUESTION 1: WHERE DO YOU LIVE?

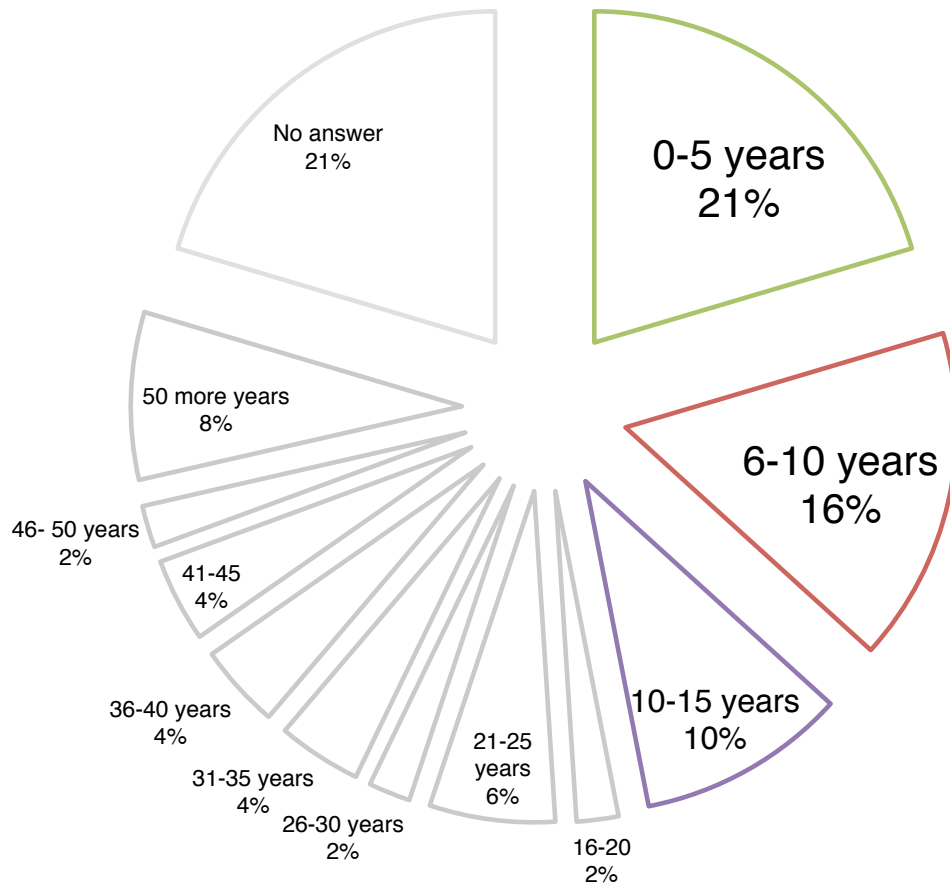


Over fifty-five percent of the people who attended Take it to the Table lived on the Northside of La Crosse. Twenty-seven percent of participants live outside La Crosse city limits, and only eighteen percent live on the southside of La Crosse. This not only tells us who was reached by marketing of the Next Great Place Summit, but also speaks to the interest of revitalization of the Northside.





## QUESTION 2: HOW LONG HAVE YOU LIVED THE IN LA CROSSE AREA?



Question 2 analyzed how long have the participants live in La Crosse or near by area. Most participants live in La Crosse or surrounding area and have lived in La Crosse between 0 - 5 years. Four participants lived in La Crosse for more than 50 years.







**QUESTION 4:  
IF YOU COULD FIX ONE PROBLEM IN LA CROSSE, WHAT  
WOULD IT BE AND HOW WOULD YOU FIX IT?**



Most concerns given is the lack of events, businesses, startups opportunities and food options. We also noted concerns of crime and drug problems in La Crosse along with misplaced perceptions of the “Northside”.

For more information regarding all the answers received from the survey, see Appendix 3 for Take it to the Table Survey.



# THE DATA AND THE STORY IT TELLS

## REOCCURRING THEMES OF THE SUMMIT

Throughout the summit, recurring “Themes” of ideas and conversation kept coming up again and again. As we started to notice the commonality, it helped us prioritize all of the ideas and define what was important to the community and what fits with our Areas of Improvement and Opportunity.





## **ECONOMIC DEVELOPMENT**

Creating local growth in existing and new businesses, more entrepreneurial opportunities and developing a stronger workforce.

## **HISTORIC PRESERVATION**

To preserve and celebrate the past.

## **STRONGER COMMUNITY + CONNECTION**

Create a stronger community through empowerment, identifying needs, building a stronger support opportunities, and to network and connect with one another.

## **PLACEMAKING**

Creating and finding existing space to promote people's health, happiness, and well being

## **LIGHT**

Opportunities to improve lighting artificially and extend the hours in which it is lit so that activity can take place; and also improves safety for drivers, riders, and pedestrians

## **OPEN SPACE, THIRD SPACE**

Any place, other than work or home where we spend time, designed to enhance the lifestyle experience throughout the community, from dining, nightlife, music and performance to exercise opportunities, environmental commune and far more





## RECOMMENDATIONS & OUTCOMES

The following recommendations and outcomes begin to address many of the improvements and opportunities identified through workshop and the Summit. The goal of this section is to provide a better understanding of ideas and goals, encourage partnership involvement, create a cohesive plan and strengthen the impact of community participation. In addition, the community participants recommended several improvements and opportunities to Urbanlocity. The proposed improvements and outcomes were defined and categorized through short term, mid term and long term opportunities. It is important to note that there is potential viability of all proposed improvements and opportunities recorded during the workshop, whether they already exist, are future goals or in development.

Urbanlocity has highlighted core improvements below that are important, quick and easy to implement, and should be addressed first, see Appendix 4 for more details.

### UPTOWNE COLLECTIVE

One of the most important recommendations in the report is the creation of UPTOWNE Collective. The collective should seek involvement from a diverse group of businesses and residents to help revitalize this historical area of La Crosse. The purpose of the Collective would seek to impact: projects and programs that help capture and shape the flavor of the neighborhood by getting people out of their cars and into connective experiences. The Collective will also be responsible for the sustainability of the goals and mission of the The Next Great Place UPTOWNE Summit and work with other existing organizations within the northside and the city to make The UPTOWNE vision a reality.

**Core Area of Improvement and Opportunities supported:** Building The UPTOWNE Brand; Placemaking and Streetscape Enhancements; Business Development and Entrepreneurship; Overall Livability of UPTOWNE and Surrounding Residential Areas;

**Cost:** \$0.00- \$1,000.00 +

**Timeline:** within the first 3 months of release of this The Next Great Place outcome report

**Collaboration:** Northside La Crosse Business Association; community residents and businesses; existing organization in the northside area



# URBANLOCITY'S RECCOMENDATIONS FOR "UPTOWNE COLLECTIVE"

## UPTOWNE Collective

Creating a collective encourages new projects and programs in the neighborhood. It also encourages the community to take great pride in the commitment to revilization UPTOWNE.

- Create a one-stop-shop on website/social media for resources and events in UPTOWNE
- Hold monthly meetings regarding the projects and events that occur in UPTOWNE
- Host a yearly block party celebrating UPTOWNE and the commpunity
- Become a voice for the community for city projects in UPTOWNE area

## CORE IMPROVEMENT AREA #1: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

The following opportunities are focused on Business Development and Entrepreneurship: projects and programs that help developers, innovators, small businesses, and entrepreneurs to develop business opportunities within in the neighborhood:

### Short Term Opportunities

- Create or become a part of the existing "Buy local, Buy Small Business Campaign".
- Partner with the Coulee Region Business Center and other organizations to create bridging opportunities for entrepreneurs in the northside area.
- Find and list affordable vacant spaces to occupy for local, small, new businesses.
- Partner with the City to identify vacant, neglected land and buildings for purchase and development.
- Community businesses to maintain consistent evening business hours throughout the week.
- Partner with Explore La Crosse to promote UPTOWNE, new and existing businesses AND events.
- Promote the exisiting walking and pedestrian maps of the businesses.

### Mid Term Opportunities

- Partner with the City to seek opportunities for facade grants.
- Partner with the City's Small Business staff to find loans to promote entrepreneurship.
- Partner with the City's Economic and Development staff to create policies to support small businesses
- Partner with City's Economic and Development staff to plan to identify unique retail and business and destination opportunities

### Long Term Opportunities

- Develop an economic strategy to promote, active retail recruitment, real estate investment, empty retail activation (incubation/ pop-up), and bank community impact financing
- Create and support new and diverse business opportunities needed on the north side such as: corner stores, cafes, retail shops, grocery store co-ops, and restaurants
- Partner with Developers and the City of create, propose and develop work live and mixed used developments.



# URBANLOCITY'S RECOMMENDATIONS FOR CORE IMPROVEMENT AREA #1

## Promoting Local Businesses

Promoting local businesses by partnering with the Downtown Mainstreet La Crosse and Explore La Crosse in UPTOWNE, will keep money in community, help to build the local economy., and add levels of connection between the community and businesses.

## Core Area of Improvement and Opportunities supported:

Business Development and Entrepreneurship; Placemaking and Streetscape Enhancements; Overall Livability of UPTOWNE and Surrounding Residential Areas; Building The UPTOWNE Brand; Transportation

**Cost:** \$0.00 - \$5,000.00+

**Timeline:** 1 year

**Collaboration:** Northside La Crosse Business Association; community residents; local businesses; Small Business Development; Downtown Mainstreet La Crosse; Explore La Crosse

## CORE IMPROVEMENT AREA #2: PLACEMAKING AND STREETScape ENHANCEMENT

The following possibilities are focused on Placemaking and Streetscape Enhancement. They are projects and programs that help artists and entrepreneurs capture the shape and the characteristics of the neighborhood. They also create opportunities for public programming and events that help give a place "life" beyond just a physical place.

### Short Term Opportunities

- Create safe access and colorful crosswalks to allow pedestrians and bicyclist to cross the street at midway of 1200 Caledonia and block at the intersection of Clinton and Caledonia Street and major intersections.
- Add more vibrant signage to storefronts and promote consistent store hours.
- Extend light pole banners, including all properties along Caledonia Street.
- Create public spaces, art alleys, and parklets for the neighborhood residents to sit and enjoy throughout the business areas.
- Host vibrant street events during the evening, by having activities such as farmer's markets, Christmas markets, food, art, theater, movies and music outdoor events.
- Host activities along Caledonia Street, including an annual intersection painting and community projects, and schedule pop-ups and parades to bring the public to Caledonia street including hosting an "Open Streets" events.
- Create a community space in the parking lot at the midblock of 1200 Caledonia Street.
- Provide more lighting at night and in the winter time.

### Mid Term Opportunities

- Build and install a "Welcome to UPTOWNE" sign as a gateway to the community.
- Improve the corner of Clinton Street and Caledonia Street, to match previous and future investment at the corner of Rose and Clinton Street.
- Partner with the City to create better traffic calming opportunities throughout the Northside

- Provide more lighting at night and in the winter time.
- Partner with the city to plant more street trees along Caledonia Street and Clinton Street, from Rose to George Street, to create a gateway into the community.
- To identify and create opportunities for pocket parks and dog parks throughout the northside area, a Northside Park Plan.
- Partner with the city to create street guidelines for planters, awnings, and signage for the UPTOWNE area.
- Build, maintain and install colorful planters to accent the sign and corners of the street.
- Create unique one of the kind wayfinding and street signage that introduces visitors to various Caledonia Street attractions and defines the area.
- Partner with Hear Here to create an oral history of the northside area to be accessible to all.

## Long Term Opportunities

- Gather and promote all existing events in the area as a unified community.
- Connect existing events to create and plan new winter festivals and celebrations that are not captured by other areas in La Crosse
- Promote wildlife viewing opportunities through partnership with the City’s Parks and Recreation and other organizations

## URBANLOCITY RECOMMENDATION FOR CORE IMPROVEMENT AREA #2

### 1200 Block Parklet

At the 1200 midblock of Caledonia is an opportunity to use the parking lot as a gathering space. This space is ideal for farmer’s markets, movie nights, music, and a second place to sit and relax. Since the space is private property it is a quick project that can be completed in a short timeframe.

#### Core Area of Improvement and Opportunities supported:

Placemaking and Streetscape Enhancements; Overall Livability of UPTOWNE and Surrounding Residential Areas; Building The UPTOWNE Brand;

**Cost:** \$0.00 - \$8,000.00+

**Timeline:** 1 year

**Collaboration:** Community residents; local businesses

### Painting Crosswalks

At the 1200 midblock of Caledonia, creating a crosswalk using an artistic design and paint can be an easy way to create traffic calming and a safe way to cross the street.

#### Core Area of Improvement and Opportunities supported:

Placemaking and Streetscape Enhancements; Overall Livability of UPTOWNE and Surrounding Residential Areas; Building The UPTOWNE Brand;

**Cost:** \$0.00 - \$5,000.00+

**Timeline:** 1 year

**Collaboration:** Community residents; local businesses; Transportation Department

## **CORE IMPROVEMENT AREA # 3: OVERALL LIVABILITY OF UPTOWNE AND SURROUNDING RESIDENTIAL AREAS**

The residents in the area are in need of more connections to the businesses. At this moment most residents need to drive to downtown, south La Crosse, or mall area to meet their shopping needs. These proposals are focused on livability getting people out of their homes and cars and into the streets by walking and bicycling – through creative public and community events.

### **Short Term Opportunities**

- Create an UPTOWNE Collective to host events and to organize the voice for the UPTOWNE community to lead and to be stewards to the plan.
- UPTOWNE area could serve as a “pulse node” or landmark or business corridor of the Northside.
- Have monthly get togethers with the community and businesses to discuss the community needs and opportunities: bbqs, meet and greets, yard and antique sales.
- Community clean-up events and walk with fire/police participation around the neighborhood to discuss issues, safety and opportunities.
- Partner with existing organizations to spread information about their programs and benefits in the community.
- Create tourist, historic, bicycle and walking maps, with greater detail of UPTOWNE’s landmarks, nature viewing and preserve and opportunities to experience on the northside, within in walking and bicycling distances, and showing Copeland Park’s connection to downtown.

### **Mid Term Opportunities**

- Connect east and west bike facilities and create bike stations and hubs for bicycle repairs, bicycle education, and bicycle ride lead out.
- Promote Habitat to Humanity’s “ReNEW La Crosse Neighborhoods ” program within UPTOWNE.
- Propose and partner with the city and developers to create, design work live spaces to allow people to work and live within the area they live.

### **Long Term Opportunities**

- Encourage and develop policies and opportunities for 2nd floor living and work spaces
- Create a “Neighborhood Handyman” program to help senior residential upkeep.
- Develop plans, overlays and policies for more mixed use building programs.
- Copeland Park
  - Partner with the City to collaborate on a better connection to the park for community residence
  - Partner with the City to place up to par adult exercise and playground equipment and develop new designs for Copeland Park to create a safe place for residents and kids to play.
  - Revitalization and connection to Copeland Park



## URBANLOCITY RECOMMENDATION FOR CORE IMPROVEMENT AREA #3

### Farmer's Market

UPTOWNE should be a lively place that host public events for La Crosse and surrounding areas to attend. Having a local farmer's market situated in the 1200 midblock parking lot provides opportunity to create a permeant and safe space for people to congregate to purchase healthy , local and fresh food.

### Core Area of Improvement and Opportunities supported:

Overall Livability of UPTOWNE and Surrounding Residential Areas; Placemaking and Streetscape Enhancements; Building The UPTOWNE Brand;

**Cost:** \$0.00 - \$5,000.00+

**Timeline:** 1 year

**Collaboration:** Community residents; local businesses; farmer's and farmer's market management; North La Crosse Business Association

### Maps of UPTOWNE

Maps of the community can be an easy way to identify and celebrate landmarks in UPTOWNE. Coordinating walking and biking routes on the map can introduce new ways to travel around UPTOWNE.

### Core Area of Improvement and Opportunities supported:

Overall Livability of UPTOWNE and Surrounding Residential Areas; Placemaking and Streetscape Enhancements; Transportation

**Cost:** \$0.00 - \$5,000.00+

**Timeline:** 1 year

**Collaboration:** Community residents; local businesses; Transportation Department

## CORE IMPROVEMENT AREA #4: BUILDING THE UPTOWNE BRAND

Building The UPTOWNE Brand provides an opportunity to revive this part of the northside. To celebrate the history and give the area the respect and care it deserves. While this is a sensitive subject, rebranding is often to create a new image and act as a catalyst for fresh development and change. After all, "Olde Towne North" was the previous re-branding effort coined by community leaders to revitalize the area previously.

Rebranding can help raise awarness of a place, businesses, and activities happening there. The aim is to attract new visitors to the area, create pride of belonging amongst its residents and help develop an image for the neighborhood. Successful community regeneration can only be achieved when people become aware of the existence of a place and recognize that the place possesses real benefits to them. With existing and new community residents and businesses working together, UPTOWNE will bring forth a new "feeling" and pride during the process of rebranding.

## Short Term Opportunities

- Create unique public programs and events:
  - Farmers Market
  - UPTOWNE Small Business Shopping Day or business open house
  - Open Street events
  - Movie night
  - First Fridays (art and music shows)
  - Last Thursday Art events
  - Music in the Streets
  - Theater in the Park
  - Light up La Crosse
  - La Crosse Night Fair
  - National Night Out
  - Christmas Craft Fair
  - Cars and Coffee
  - Yoga in the Streets
  - Chalk it up La Crosse
  - Food Truck Night
- Partner with Downtown Main Street Inc. to be part of the “Buy Local and Small Business Campaign”.
- Create strategy for a campaign to identify the rich history and vibrant life that is occurring and coming to UPTOWNE (video for marketing, record history, pictures of landmark building, #thisisUPTOWNE campaign, etc.).

## Mid Term Opportunities

- Create visible signage, gateway or murals branding the area as UPTOWNE, located at Clinton and Rose Street.
- Partner with the city to establish how to restore and revitalize old signage and murals on buildings.
- Create a comprehensive marketing plan to identify UPTOWNE as the old historic downtown to differentiate from La Crosse downtown, accessibility to highways, the downtown area, and airport
- Extend the brand of Copeland Park to the UPTOWNE area as a connection, and not allow Highway 53 to be a physical separation.
- Partner with the City and North Lacrosse Business Association on a comprehensive marketing plan that will be sustainable to create a positive perception of the Northside and create incentives for investors to establish businesses, housing and opportunities in UPTOWNE area.

## Long Term Opportunities

- Create a strategic plan to extend the marketing opportunities and growth of UPTOWNE through identify existing and new innovations, businesses, and entrepreneurship to increase revenues and customer loyalty in the area
- Expand branding opportunities to create a connection through pedestrian and bicycle to and from Copeland park as a destination to UPTOWNE

- Partner with the city, and HWY 53 Corridor Plan, to create proper wayfinding signage to identify UPTOWNE.

## URBANLOCITY RECOMMENDATION FOR CORE IMPROVEMENT AREA #4

### The Historic National Registry

Evaluating the merits of adding the UPTOWNE district to Historic National Registry could create a unique opportunity to solely identify UPTOWNE as a unique destination with valid history. Collaborating with the City's Planning Department and the community, research will need to be conducted to analyze if it is possible to nominate and receive designation for historic places and/or buildings worthy of preservation with the national historic merit within in UPTOWNE.

Core Area of Improvement and Opportunities supported: Placemaking and Streetscape Enhancements; Business Development and Entrepreneurship; Overall Livability of UPTOWNE and Surrounding Residential Areas; Building the UPTOWNE Brand.

**Cost:** 0.00 - \$20,000.00 +

**Timeline:** 1 - 3 years

**Collaboration:** Northside La Crosse Business Association; community residents; local businesses; City La Crosse planning and transportation department

## CORE IMPROVEMENT AREA #5: TRANSPORTATION

Everyday on average 35,000 vehicles pass through the Northside of La Crosse on the HWY 53 Corridor, and the arterial roadways within the neighborhoods, from the suburban neighborhoods. The Northside provides a direct link to and from downtown. In addition, the La Crosse Airport is a 5 minute drive from the Northside. Today, most of those 35,000 cars are simply passing through the Northside, not stopping at the businesses. To help tackle this issue, a new core improvement opportunity, called Transportation, was established. We believe that the community has lots to offer by foot, bicycle and car, and simple interventions will make this community a place accessible to all.

### Short Term Opportunities

- Create detailed maps of safe routes to destinations for bicycling and pedestrians.
- Create artistic and vibrant crosswalks for safe crossing.
- Partner and collaborate with the City and HWY 53 Corridor Master Plan to identify traffic calming opportunities.
- Partner with the City and HWY 53 Corridor Master Plan to conduct a traffic study off major corridors on the northside to address speeding, safety, and routes.
- Partner with the City HWY 53 Corridor project to address major intersection improvements for traffic calming and safer crossings for residents (bump-outs, shorter crossing distances, road diets).

### Mid Term Opportunities



- Improve bike routes and trails connecting existing trails and bike lanes.
- Promote local community walking and bicycling groups.
- Extend pedestrian lights and match existing signals with major arterials.
- Have a representative or updates from the Bicycle and Pedestrian Advisory Council given to the neighborhood associations and community.
- Bus stop and shelter improvements, especially lighting and covered shelters in the winter time
- Reliable public transit system maps and schedules.
- Place signage and lighting needed for crossing mid block at 1200 Caledonia Street and intersections (Rose Street and Clinton street; Caledonia Street and Clinton).
- Parking Plan, investogatng reverse angle parking.

## Long Term Opportunities

- Design and implement intersection safety opportunities
- Develop transportation plan for expected future growth

Note that not all themes and ideas are included in this section, all proposals developed and recorded during the workshop have been compiled and described in the Appendix, Core Improvements and Opportunities.

## URBANLOCITY'S RECOMMENDATIONS FOR CORE IMPROVEMENT AREA #5

### Integrate The Next Great Place UPTOWNE Summit report with the La Crosse Master Plan and HWY 53 Cooridor Master Plan.

Integrating the La Crosse Master Plan, Hwy 53 Cooridor Mater Plan, and the Next Great Place UPTOWNE Summit report will create a visible statement of where the community is now, what it could be in the future and what is required to get there. This shared vision that brings together the concerns of different interest groups, and their recommendations can create a groundswell of community and political support. In addition, there is a need for alignment with existing plans and all plans should collaborate and complement each other to define and fill gaps for successes within the community.

As UPTOWNE becomes a mid-corridor commercial pulse node, integrating the La Crosse Master Plan, Hwy 53 Cooridor Mater Plan, and the Next Great Place UPTOWNE report creates an opportunity to identify goals, investments and designs preparing for future needs to move people and goods to destinations within the area. It will also encourages economic prosperity, while protecting and enhancing the area's unique natural and cultural resources. This process requires a collaborative effort that incorporates the input of many stakeholders including various government agencies, public and private businesses.

Special attention should be paid to developing a wayfinding initiative and improvement projects. Wayfinding initiatives and improvement projects make it easier for residents, commuters and tourists to find northside destinations and attractions safely through being pedestrians, cyclists and motorists.

### **Core Area of Improvement and Opportunities supported:**

Business Development and Entrepreneurship; Placemaking and Streetscape Enhancements; Overall Livability of UPTOWNE and Surrounding Residential Areas; Building The UPTOWNE Brand; Transportation

**Cost:** \$0.00 - \$20,000.00 +

\*If implemented with the HWY 53 Corridor Master Plan now, it may be at no cost.

**Timeline:** 1 year, in development; Additional 1-2 year creating the plan

**Collaboration:** Northside La Crosse Business Association; community residents; local businesses; City La Crosse Planning Department

## **THE 3 BIG IDEAS**

After the workshop the facilitators worked together to look for the commonality between each group. What they concluded were 3 Big Ideas among the information they gathered. The following day, facilitators presented their Big Ideas to the community. The hope was that these project could be a catalyst statement about UPTOWNE. These proposals are focused on community engagement and partnerships: using creativity and collaboration as a resource for renewal to bring people together – those who have never been here before, as well as those who have lived and worked here for years. The ideas that were chosen were suggested as short term opportunities.

### **Big Idea 1 “This is UPTOWNE”**

Building The UPTOWNE Brand. Identify the history and the community’s voice.

### **Big Idea 2 “UPTOWNE Mural”**

Building The UPTOWNE Brand and Placemaking.  
Creating a marker and a brand of what UPTOWNE is all about.

### **Big Idea 3 “Creating A New Space”**

Placemaking and Streetscape Enhancements. Create and find uncommon spaces that we move through every day, and make them more welcoming.

## BIG IDEA 1 “THIS IS UPTOWNE”

“How do we promote UPTOWNE?” was a common theme that was heard loud and clear.

- The idea to promote “This is UPTOWNE” bridges the gap in the community to identify the area and create commonality among all. This also allows the community to give the UPTOWNE a voice and a story. Identifying UPTOWNE as a community and recognizing it’s characteristics, and it’s place in the community to drive recognition and create new opportunities.

### Record and film stories of the community. #WEAREUPTOWNE

- It is recommended to work with the community and the local organization called Hear Here, <http://www.hearherelacrosse.org/>, to record stories of the voices of familiar spaces and people. It is chance to gather social history from generations of businesses, community leaders, residents and organization to think about where the community has been and where it is going.
- Along with recording the information, creating a film that can be shown to the community through a block party, a movie night, and around La Crosse will create opportunity to showcase the northside and La Crosse.
- Publish on the UPTOWNE website.

### Broaden the opportunity throughout La Crosse. #WeareLaCrosse

- #WeareLaCrosse will create a larger impact across the city through celebrating what makes La Crosse unique and different from other cities in Wisconsin and nationally.

**Core** Improvement and Opportunities: Building The UPTOWNE Brand

**Cost:** approx. \$5,000.00-\$10,000.00

**Timeline:** within 1 year

**Collaborations:** Hear Here, NLBA, University of Wisconsin, Community residents



#WEAREUPTOWNE

UPTOWNE Branding



## BIG IDEA 2 “UPTOWNE MURAL”

### UPTOWNE mural welcoming people to the community

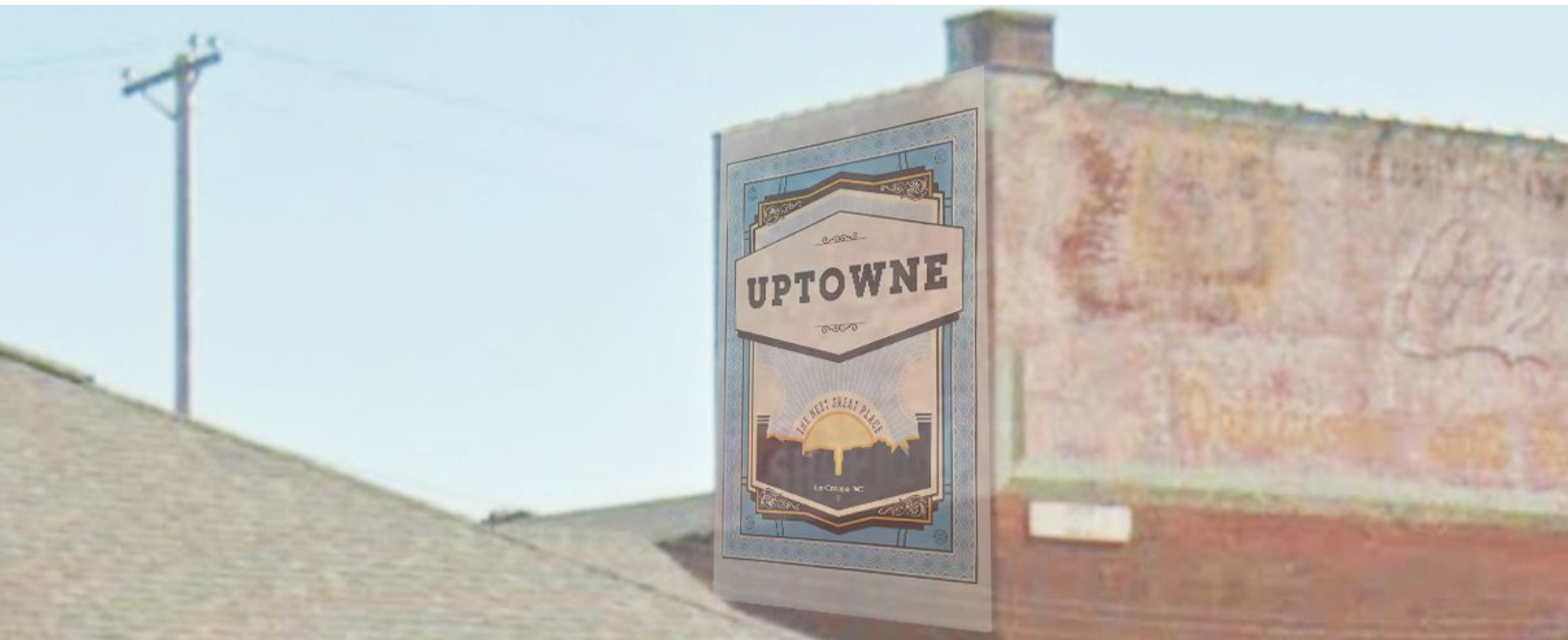
Spurring off the amazing poster competition for Next Great Place Summit, we could recreate the murals and advertisements that once donned many UPTOWNE buildings. Creating murals on walls and buildings draws the attention of passerbyers and brings people to look at spaces differently. Murals also act as custom wayfinding and landmarks.

**Core Improvement and Opportunities:** Building The UPTOWNE Brand; Placemaking and Streetscape Enhancements

**Cost:** approx. 5,000.00 +

**Timeline:** Short Term within 1 year, depending on permitting process and approval of building location

**Collaboration:** Local artists, City of La Crosse, building owners, the northside community



UPTOWNE Mural

## BIG IDEA 3 “CREATING NEW SPACE”

### Spaces and places people can explore

UPTOWNE contains many hidden treasures of open space, parklets, and alleyways that can be transformed into welcoming areas to the public and provide a different view, through seating, playing or shelter. UPTOWNE can take ownership of public spaces and identify a “bottom-up” grassroots strategy to create “one of a kind” space for people to visit.

There is an opportunity to create a parklet at 1200 block of Caledonia. This space could be used as a multipurpose public space for many events such as farmer’s arkets, movie nights and music and art shows.

**Core Improvement and Opportunities:** Building The UPTOWNE Brand; Placemaking and Street-scape Enhancements

**Cost:** \$0.00 - \$5,000.00 +

**Timeline:** Short Term within 1 year

**Collaborations:** Northside community, building owners, city departments, local artist and designers



**Movies in the Parking Lot**

# APPENDIX



# APPENDIX

## APPENDIX 1: BUDGET

Item	Description	Budgeted Amount	Details on Expenses	Individual Expenses	Total Item Expense	Surplus or Deficit
<b>Outside Facilitators Fees &amp; Travel</b>		<b>\$2,500.00</b>			<b>\$2,099.00</b>	<b>\$401.00</b>
			Matthew Bernstine	\$375.20		
			Carlos Moreno	\$395.20		
			Michael Kaufmann	\$262.20		
			A. Christina Wirsching	\$313.20		
			Keif Schleifer	\$568.20		
			Adrienne Palm	\$185.00		
<b>Hotel expenses</b>		<b>\$1,200.00</b>	Radisson	\$575.73	<b>575.73</b>	<b>\$624.27</b>
<b>Meals</b>	Breakfast, lunch and dinners for facilitators, breakfast pasteries and coffee at the summit, donor dinner	<b>\$1,500.00</b>			<b>1772.59</b>	<b>-\$272.59</b>
			Dublin Square	\$70.28		
			Freight House	\$41.45		
			Bodega	\$55.00		
			Culvers	\$16.93		
			Kwik Trip- coffee pastries	\$52.15		
			Pizza Hut	\$86.90		
			Kwik Trip- coffee	\$40.82		
			Panera	\$43.99		
			Great Harvest Bread	\$74.86		
			Root Note	\$46.75		
			Charmant	\$623.11		
			Apothik	\$322.20		
			The Mint	\$111.26		
			Kwik Trip- coffee	\$32.82		
			Maid Rite	\$60.00		
			Root Note	\$45.58		
			Fayzes	\$48.49		
<b>Urbanlocity Event, Admin &amp; Facilitation</b>		<b>\$8,750.00</b>			<b>8,750</b>	<b>\$0.00</b>
<b>Urbanlocity Outcomes, Executive Summary, Plan &amp; Next Steps</b>		<b>\$2,100.00</b>			<b>1,055</b>	<b>\$1,045.00</b>
<b>Dinner in the Streets</b>		<b>\$1,500.00</b>		\$0.00	<b>0</b>	<b>\$1,500.00</b>
<b>Location and props (chairs/ tables)</b>	Meeting space in Old Towne North, Tables & Chairs	<b>\$200.00</b>		\$0.00	<b>0</b>	<b>\$200.00</b>
<b>Transportation</b>		<b>\$250.00</b>			<b>461.52</b>	<b>-\$211.52</b>
	Transportation rental to bring outside experts to/from; hotel, airport, explore La Crosse		Avis Rental Company	\$356.57		
			Gas	\$52.82		
			Gas	\$52.13		
<b>A/V Media Equipment</b>		<b>250</b>			<b>0</b>	<b>\$250.00</b>
	Equipment Rental: power point projections, microphones, speakers, lighting					
<b>UPTOWNE Poster Party &amp; Contest</b>		<b>\$750.00</b>			<b>1050</b>	<b>-\$300.00</b>
	Artist pay and printing		Cody Bart	\$300.00		
	Uptowne Poster winner		Jason Keeney	\$750.00		
<b>Supplies</b>		<b>\$500.00</b>			<b>622.4</b>	<b>-\$122.40</b>
	Welcome package: facilitator book, instructions, notepads and welcome information		Menards	\$31.18		
	Felt-tipped markers, envelopes, colored pencils, Fiber-tipped (not ballpoint) pens, with medium and fine tips, (black and red)		Fed Ex	\$272.75		
	newsprint pads, (Magic Markers, Design Art Markers), one per stakeholder group, T-squares, triangles, & scales, Drafting tape, Push pins, Plain bond paper, 8 1/2" x 11",		Target	\$60.34		
	Writing paper pads, 8 1/2" x 11", White tracing paper, 12", 24", and/or 36" wide rolls, Post-its,		Michaels	\$50.08		
			Office Depot	\$208.05		
<b>Uptowne T-shirts</b>	On three printing	<b>\$0.00</b>		\$673.57	<b>673.57</b>	<b>-\$673.57</b>
<b>THE NEXT GREAT PLACE: Challenge Award Elevate Media Group Production of High Quality Fundraising Video</b>	Funds to carry out winning short term THE NEXT GREAT PLACE CHALLENGE	<b>\$1,000.00</b>		\$1,000.00	<b>0</b>	<b>\$1,000.00</b>
		<b>\$1,500.00</b>		\$1,295.00	<b>1,295.00</b>	<b>\$205.00</b>
<b>Subtotal</b>		<b>\$22,000.00</b>			<b>\$18,354.81</b>	<b>\$3,645.19</b>
		<b>Total Budget</b>			<b>Total Spent</b>	<b>Surplus to be returned to NLBA from Urbanlocity</b>

<b>Total Project Accounting</b>	
Total Kickstarter Funds	\$24,465.00
Less Kickstarter Fees	-\$1,977.20
Net Kickstarter proceeds	\$22,487.80
Additional Donation	\$100.00
Total Net Donations	\$22,587.80
Paid to Urbanlocity for Summit	\$22,000.00
Net on Account with NLBA	\$587.80
Amount to be Returned from Urbanlocity	\$3,645.19
Total on Account for Projects	\$4,232.99

## APPENDIX 2: FACILITATOR'S BIOS



### **Adrian Lipscombe**

Hometown: San Antonio- TX

Expertise: Transportation & City Planning

Adrian Lipscombe sees herself as an instigator within the community by bring awareness through forms of place-making and tactical urbanism. She is currently in the process of getting her Ph.D. student in the Community and Regional Planning program at the University of Texas at Austin, concentrating her studies on attitude and behavior of minorities towards transportation and land use. She played a major role in the development with the San Antonio and Austin bike share system. With her Masters in Architecture, she is the founder and Principal of Urbanlocity Design firm.

Adrian recently moved to La Crosse to presure her passion in culinary and city planning. She invests her time with communities by consulting,creating and assisting on place making and tactical planning projects such as AustinSOUP, VIVA Streets ATX, Peace through Pie, and Bring it to the Table.



### **Nick Roush**

Hometown: La Crosse, WI

Expertise: Community Leader, Business Owner

I'm a life long La Crosse resident with a passion for doing good things in our city! Whether it's building community and personal empowerment through yoga teaching or building community through quality real estate development, I'm proud to be making a difference in the place I call home. My life mission is to live an inspired life and inspire others to what's possible for them. My history on Caledonia Street started when I was a child, well before it was called "Old Towne North". My mom had her first beauty shop right next door to the iconic Sweet Shop. I remember going to the Sweet Shop and Maid Rite more time than I can count! I still recall the smell of candy and ice cream walking in the door like it was yesterday. So many great memories of all the businesses on the block when I was a kid.

Many years later, I have been in business on Caledonia Street for 11 years. As I've gotten more and more involved with the community, I was also elected president of the North La Crosse Business Association. Being there for the past 11 years, I've had a front row seat, watching the progression of consumer preferences change and the profound effect that it has had on "Old Towne North". The time is now to bring more life back into this great place! I see so much possibility in Uptowne as a place and La Crosse as a city. It's my most sincere hope that with the right effort and focus we can come together to make a difference for our very important part of the city. I look forward to success in Uptowne!

## APPENDIX 2: FACILITATOR'S BIOS



### **Adrienne Palm**

Hometown: Appleton-WI

Expertise: Talent Attraction & Creative Placemaking

Adrienne Palm is the Director of Pulse Young Professionals Network at the Fox Cities Chamber of Commerce and Fox Cities Regional Partnership. In two short years at the helm, she has created and/or curated such fresh community initiatives and events as The Artery (a tri-annual urban arts market), YP Week Fox Cities (a weeklong platform for discovery about the issues that matter to young professionals) and Bazaar After Dark (the Fox Cities first night market). These non-traditional programs support entrepreneurship, inspired education, business development, philanthropic endeavors and creative place-making in our region. She recently returned from Millennial Trains Project, a national social entrepreneurship incubator that traveled from Pittsburgh to Los Angeles via rail car.



### **Carlos Moreno**

Hometown: Tulsa-OK

Expertise: Design & Equity

Carlos Moreno is a graphic designer, community volunteer, serial entrepreneur, and a magic-bean buyer. Carlos is the in-house graphic designer at CAP Tulsa (<http://www.captulsa.org>), a nonprofit that provides early childhood education services and comprehensive enrichment programs for low-income families. He serves on the board of Smart Growth Tulsa (<http://smartgrowthtulsa.com/>), a group that advocates for intelligent and efficient land use, planning & zoning, transportation, and economic development policies. Carlos was selected by national urban-affairs magazine NextCity (<http://nexcity.org>) as part of its 2014 Vanguard Class. He's passionate about revitalizing neighborhoods, improving public policy, and collaborating with local creatives. He's married to an awesome 2nd-grade teacher, and he & his daughter are learning to play the guitar.



## APPENDIX 2: FACILITATOR'S BIOS



### **Christina Wirsching**

Hometown: Austin-TX

Expertise: Planning & Research

Andrea “Christina” Wirsching, a Latina originally from Laredo, Texas, earned her BA in Geography with a specialization in Environmental Resource Management and a minor in secondary science education, and her MS in Community and Regional Planning from The University of Texas at Austin (UT Austin). She is currently a PhD Candidate in planning at UT Austin. Her master’s research focused on insurgent historiographies in planning – specifically, within the context of the legacy of the Holly Street Power Plant and surrounding neighborhood in Austin, Texas. Her dissertation research examines the social, historical, and political implications of fracking of the Eagle Ford Shale within border colonias and the broader South Texas Latino community. Christina is a fellow in the National Science Foundation Integrative Graduate Education and Research Traineeship program at UT Austin in Sustainable Energy and Smart Grids.



### **Keif Schleifer**

Hometown: Atlanta-GA

Expertise: Public Art + Architecture + Community Development

Keif Schleifer principal of KSDesign, a creative and collaborative practice that innovates with clients and communities to develop empowerment opportunities through asset utilization strategies, direct engagement, and candid stakeholder dialogues that establish inclusiveness and intentionality. Projects engender capacity-building and community self-determination while cultivating visibility, pride, and quality of life. Many of these projects are initiated through artistic endeavors. KSDesign works with artists from around the world on public works, solves logistical challenges associated with installation and maintenance of art, and advises on issues for public space. Keif also lectures about art & architecture in social practice, pursues stealthy tactical urbanism, and takes a sting or two as a Master Beekeeper.

## APPENDIX 2: FACILITATOR'S BIOS



### **Matthew Bernstine**

Hometown: St. Louis-MO

Expertise: Planning & Design

Matthew Bernstine is an urban designer and project manager for Washington University in St. Louis where he focuses on urban design and community engagement. Matthew has a diverse background in urban planning and design with experience across multiple scales and topics from regional watershed planning, transportation planning, campus master plans, downtown revitalization efforts, pedestrian and bicycling plans, and construction logistics. Mr. Bernstine has worked in both the private and public arenas, providing him a unique perspective on public-private collaboration projects and the ability to facilitate conversations between multiple stakeholders. Mr. Bernstine holds a Bachelor and Master of Urban and Environmental Planning from the University of Virginia and a Master of Urban Design from Washington University in St. Louis, where he was awarded the Dean's scholarship and Urban Design Book award.



### **Michael Kaufmann**

Hometown: Indianapolis-IN

Expertise: Entrepreneurship & Economics

Michael Kaufmann has a rich history of cultural entrepreneurship, city-building and artist management. He operates at the intersection of cultural, economic and community development. Michael currently works for the Health & Hospital Corporation in his role as VP of Civic Investment, having spent the last five years supporting art and design, ecology and equitable livability initiatives for Eskenazi Health. He recently served as the Connect Indy project manager as part of Plan 2020 (Indianapolis Bicentennial Plan), and recently developed a cultural economies strategy for the Central Indiana Community Foundation and Indy Chamber. In addition to his work in Indianapolis he manages artists Son Lux, Hanna Benn and Oliver Blank.

## APPENDIX 3: TAKE IT TO THE TABLE SURVEY

### Question 1

#### Where do you live?

Northside	55%	27
Southside	18%	9
Outside		
La Crosse	27%	13

### Question 2

#### How many years have you lived n La Crosse?

0-5 years	10
6-10 years	8
10-15 years	5
16-20	1
21-25 years	3
26-30 years	1
31-35 years	2
36-40 years	2
41-45	2
46- 50 years	1
50 more years	4
no answer	10

<b>Total</b>	
<b>Participants</b>	49

### Question 3

#### If you have one new thing in La Crosse what would it be?

1	North end Movie theater	Key words
2	North end Movie theater	Movie theater
3	kick druggies out, get tough	Movie theater
4	Art	less crime/ drugs
5	we cant coffee tea shop on northside	Art
6	Decent club or nice wine bar on the northside	coffee shop
7	my wife and I want to start a coffee shop on the northside with a ukulele on the wall for music	Entertainment
8	small co-op grocery   deli on the northside- Thai restaurant	Coffee shop
9	Hmong   ao noodle shop, egg roll shop on northside	Grocery
10	craft stores and it would be neat if they did different kinds of classes for all ages.	Food
11	Improve pubic transportation. No new roads	Entertainment
12	an art co-op, butcher shop, distillery	Public transit
13	I would like to see venues like muse, Hollywood, caviler utilized more frequently. La Crosse is somewhat lacking on entertainment that works in 500-800 seat area	Entertainment
14	Farmers market	Farmers market

### Continued Question 3

#### If you have one new thing in La Crosse what would it be?

15	Diverse food	Key words
16	more activates for kids in the winter months. Cost effective fun for teenagers and pre teens	Diverse food
17	Redo Copeland park	Kid entertainment
18	New coffee shop on the northside	Parks
19	A closer movie theater! People from all over the area have to go all the way to the southside to see a movie	Coffee shop
20	Indoor rock climbing gym	Movie theater
21	More family activities	Gym
22	Redo Copeland park	Entertainment
23	Blues   jazz lounge	Parks
24	Pubic transportation on steroids more bike lanes, fewer cars	Entertainment
25	grocery store with local organic products   farm to table restaurant	Public transit
26	African restaurant	Grocery
27	A great vegan restaurant with a changing menu. My husband loves to go out to eat ad I don't because there are few choices.	Diverse food
28	Fitness health nutrition hub with functional machines	Gym
29	New festival ground , riverside park, thinking downtown and uptown	Entertainment
30	A good breakfast restaurant (remembers Ms. D's fondly)	Diverse food
31	More bike paths (paved) Nice to see better connector between La Crosse and Onalaska	Better bike facilities
32	Murals and a dog park	Art dog park
33	Outdoor dog friendly restaurant   park	Dog park   Dog friendly restaurant
34	A vegan restaurant	Diverse food
35	Birth center	Birth center
36	Better bike shop	Bike shop
37	Outdoor family friendly events, especially in winter to embrace the cold and get people together outside	Entertainment
38	Skating rink (ice) outside with a warming house with a woodstove or fireplace	Entertainment
39	Less taxes	Taxes
40	Better and larger music venue	Entertainment
41	More/ better bike trails and coffee shop	Coffee shop   bike trails
42	Pickle-ball courts	Entertainment
43	Pickle-ball courts	Entertainment
44	more showered-use business loft living spaces that are affordable	Work-lived spaces
45	Bike lanes everywhere	Better bike facilities
46	No drugs	Less crime/ drugs
47	Art galleries	Art



#### Question 4

### If you could fix one problem in La Crosse, what would it be and how would you fix it?

- 1 Improve reputation on the north side
- 2 Build businesses on the North side
- 3 Access to support resources  
(AoDA, behavioral, health, food, housing, etc.)
- 4 Too car centric
- 5 More better bike routes
- 6 Cheap ethnic food | groceries blending ethnic mainstream clientele and communities
- 7 We need to get rid of the "northside is a horrible place" stigma. I love the northside and wish people would quit thinking it id a crap shoot.
- 8 Drug related issues
- 9 Fix uptown, I'm going to work all of you to educate and progress this wonderful idea
- 10 There are areas of La Crosse where the housing is so rundown and drags the value of homeowners property down. Income properties should be subject to inspections and some partners to ensure that the building are maintained inside and out
- 11 Homelessness, especially during the winter
- 12 more promotion of local businesses t help keep the downtown area visible
- 13 Drug houses
- 14 Drug problems
- 15 More small community get togethers like this one. It gets people interested in the community better
- 16 Keep the Maid Rite. Someone needs to buy it and fix it up and keep it here on the northside
- 17 Healthy school lunches
- 18 There is not much I can do to change it, but the drug problem in LAX is awful
- 19 Bike routes
- 20 Too any drug related crime
- 21 The northside southside divide is childish
- 22 Parking always seems to be a shortage, more activities for the youth
- 23 Dog park on the northside. Put one in a park corner
- 24 More diversity
- 25 Sedentary lifestyles and poor health
- 26 Better housing and neighborhood for everyone
- 27 Transportation- more options for the mass transit, better bike lanes
- 28 Road surfaces

#### Key words

Perception  
More businesses

Community resources  
Car centric,  
more walkability  
Better bike facilities

Food Diversity

Perception  
Less crime/ drugs

UPTOWNE

Housing Beautification  
Homelessness

Marketing  
Less crime/ drugs  
Less crime/ drugs

Entertainment

Historic Preservation  
School lunches

Less crime/ drugs  
Bike routes  
Less crime/ drugs  
Reputation

Kid Entertainment  
Dog park  
Diversity  
More healthy choices  
Better housing  
Public transit  
Better bike facilities  
Public work construction

## Continued Question 4

**If you could fix one problem in La Crosse, what would it be and how would you fix it?**

	<u>Key words</u>
29 More community events like this and something for the youth to do	Entertainment   kid entertainment
30 End racism	End racism
31 postpartum care recovery currently run birth fit postpartum classes.	Birth classes
32 I wish the community would embrace how ped and bike friendly our area was and stop blaming each of parking, no more ramps	Better bike facilities
33 More locally owned business less corporations	Small business
34 Excessive small regulations   small town attitude	Perception
35 Traffic. need another northside road	Traffic
36 Traffic. need another northside road	Traffic
37 A bigger school for Hamilton k-5 year. A year round that features a clinic in a community kitchen	School   Heath clinic
38 Urban blight, tax incentives for new homes in old neighborhood no income caps	Affordable homes
39 No drugs	Less crime/ drugs
40 Being tougher on criminals and drug dealers	Less crime/ drugs



## CONTINUED APPENDIX 4: CORE IMPROVEMENTS AND OPPORTUNITIES

Core Investment	Completion	Cost	1 month/ 1 year/ 3	Urbanlocity Recommendation	Placemaking and Streetscaping	UPTOWNE Brand	Business Development and Entrepreneurship	Livability	Transportation
Clothing Store		\$\$	3 Years				X		
Small garden or nursery		\$\$	3 Years				X		
new or pop-up dog park		\$\$	3 Years				X		
Butcher shop		\$\$	3 Years				X		
Medical or pharmacy		\$\$	3 Years				X		
Barber or Hair salon		\$\$	3 Years				X		
Restaurants/ coffee shops/ cafes		\$\$	3 Years				X		
Grocery/ Co-op		\$\$	3 Years				X		
Economic Development Strategy		\$\$	3 Years	*			X		
Active retail recruitment		\$\$	3 Years	*			X		
Real estate investment		\$\$	3 Years	*			X		
BID/ Façade grants		\$\$	3 Years	*			X		
Empty retail activation (incubation/ pop-up)		\$\$	3 Years	*			X		
Bank community impact financing		\$\$	3 Years	*			X		
TIF/ CDBG/ Foundation/ NEA/ KRESGE/ DOT Land Use		\$\$	3 Years	*			X		
Cultural Activation							X		
Museums									
Historic Northside Museum		\$\$\$	3 years				X		