La Crosse’s Challenging Trends

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Today I will cover:

- Challenges to urban municipalities in Wisconsin
- La Crosse compared to other WI similar sized cities
- Housing value changes
- Impacts to La Crosse School District
Who is paying the levy?

• Mill rate = \[ \text{Levy} \]
  \[ \text{Total Assessed Value} \]

• In a city, the four main tax classifications are:
  • Residential
  • Commercial
  • Manufacturing
  • Personal Property

• The total value of these four categories = Total Assessed Value
2015 La Crosse and Comparable Municipalities
% Major Assessment Classes

<table>
<thead>
<tr>
<th>City</th>
<th>Personal</th>
<th>Manufacturing</th>
<th>Commercial</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appleton</td>
<td>2.6%</td>
<td>2.9%</td>
<td>24.4%</td>
<td>70.1%</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>4.0%</td>
<td>6.2%</td>
<td>26.4%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Janesville</td>
<td>3.8%</td>
<td>4.1%</td>
<td>26.9%</td>
<td>65.2%</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>3.8%</td>
<td>5.8%</td>
<td>31.6%</td>
<td>58.7%</td>
</tr>
<tr>
<td>Fond du lac</td>
<td>4.9%</td>
<td>4.8%</td>
<td>31.0%</td>
<td>59.4%</td>
</tr>
<tr>
<td>Eau Claire</td>
<td>3.8%</td>
<td>3.4%</td>
<td>34.7%</td>
<td>58.1%</td>
</tr>
<tr>
<td>Wausau</td>
<td>4.6%</td>
<td>3.9%</td>
<td>35.6%</td>
<td>55.9%</td>
</tr>
<tr>
<td>La Crosse</td>
<td>6.7%</td>
<td>4.1%</td>
<td>37.9%</td>
<td>51.4%</td>
</tr>
</tbody>
</table>
La Crosse, 75.54%
Campbell, 8.60%
Greenfield, 1.73%
Medary, 2.60%
Shelby, 10.02%
Washington, 0.01%
Onalaska, 0.00%
Bergen, 1.35%
Hamburg, 0.16%
La Crosse School District Equalized Value Breakdown

- La Crosse Residential, 40.5%
- La Crosse Commercial, 26.8%
- La Crosse Manufacturing, 3.0%
- La Crosse Personal Property, 4.8%
- Campbell, 8.60%
- Greenfield, 1.73%
- Medary, 2.60%
- Shelby, 10.02%
- Washington, 0.01%
- Bergen, 1.35%
- Hamburg, 0.16%
- Onalaska, 0.00%

4.7% change over 21 years (35 students/year)
Homeownership in neighborhood schools

% Owner Occupied Homes

- Southern Bluffs: 76%
- Hintgen: 74%
- Harry Spence: 68%
- Northwoods: 66%
- State Road: 62%
- Northside: 59%
- Summit: 57%
- Emerson: 55%
- Hamilton: 47%
Contributing Factors & Results of Neighborhood Deterioration

Potential Neighborhood Deterioration Contributing Factors

- Declining Housing Values
- Declining Resident-Owned Homes
- Poor Environment (Clutter, Noise, Overall Aesthetics)
- Increased Crime (Drugs, Property, Person)
- Unkempt & Dilapidated Properties
- Increase Transient Population and Home Turnover Velocity
- Declining Tax Base (Erosion of Public Infrastructure & Services)

Results of Neighborhood Deterioration

- Increased Human Service Needs, esp. for Children & Youth (Child Welfare, Juvenile Justice)
Development Gap between Redevelopment & Greenfield Development

Redevelopment
- Purchase price (Rental value)
- Demolition
- Disposal of demolition materials
- Lot reconfiguration (?)
- Smaller scale
  - More difficult to develop economy of scale
  - Greater risk for individual builder
- Flood Plain issues w/ some properties

Greenfield Development
- Land price
  - Purchase price
  - Utility installation (May not apply)
  - Road infrastructure
- Economy of scale
- Lower risk for individual builder if neighboring properties are of equal value and condition
How has La Crosse reacted?

**Government**
- Recognized the problem!
- Strong City/County/School District collaboration
- Education of issues with local stakeholders
  - Banks/credit unions/lenders
  - Realtors
  - Health care providers
  - Homeowners
  - Post-secondary Institutions
- City/County Joint Housing Task Force
- City reconvened City Revitalization Commission
- County Demolition & Disposal Grants
- City Community Policing effort
- La Crosse Area Family Collaborative
- Rebuilding for Learning Collaborative
How has La Crosse reacted?

**Private sector**
- La Crosse Promise & La Crosse Promise Future Centers
- La Crosse Promise Lenders Consortium
- La Crosse Neighborhood Development Corporation
- Joint Neighborhood Development Corporation
- Housing assistance programs offered by local health care providers
- Renew La Crosse
- Common Objective is two fold
  - Remove perception of risk
  - Level playing field of cost
Questions?

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