

HERITAGE PRESERVATION COMMISSION REPORT
Certificate of Appropriateness- Downtown Commercial Historic District.
Section 115-320(d)(2)

TO: Heritage Preservation Commission
FROM: Planning Staff
MEETING DATE: January 26, 2023

PROPOSAL: The applicant is proposing exterior façade alterations to the property located at 217-221 3rd Street S.

PROPERTY OWNER:
W-Monarch Properties LLC
PO Box 1534
La Crosse, WI 54602

APPLICANT:
Marcus Zettler
Zettler Design Studio, LLC

BACKGROUND: The Downtown Commercial Historic District was established by Ordinance in April 2016 along with design standards that are specific to the styles of architecture found within. The local district designation of the Downtown Commercial Historic District was created to encourage preservation of the historic resources of the district, which was named to the National Register of Historic Places in 1994. The design standards and review procedures are used to guide preservation, rehabilitation, new construction, relocation and demolitions. Plans or requests must be approved by the Heritage Preservation Commission prior to any building/demolition permit being issued. In determining whether to issue a Certificate of Appropriateness for Demolition, the HPC shall:

1. Consider factors such as whether the structure is of historical significance, the state of repair of the building, and whether denial of a permit would create a significant economic hardship for the owner.
2. Issue the certificate only if the owner can demonstrate that the building is structurally unsound and/or that denial of a demolition permit would create a significant economic hardship for the owner.

PROJECT DESCRIPTION: The applicant is proposing to restore the street facing (west) façade. This includes the installation of three (3) new aluminum storefronts and windows with patterned transom glass above, new ceramic tile below the storefronts, restoration of the existing wooden doors, tuckpoint the masonry with color matched mortar, and cleaning and restore the existing terra cotta, steel lintels, and bronze transom beams.



Existing Building/Facade



SEE ATTACHED PLANS FOR MORE INFORMATION

ANALYSIS:

The following design standards apply:

a. *Entries and storefronts.*

1. *Historic entries and storefront display windows shall be retained.*
2. *Existing entry openings shall be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they shall be placed at regular intervals and should be of similar proportions as the original entry.*
3. *Original or historic features including columns, bulkheads, transoms, moldings and hardware shall be retained; trim should be replicated if replacement is necessary.*

4. Wood panel doors with large glass panels were typical of historic commercial storefronts in the district. To the extent possible, historic doors and hardware shall be repaired rather than replaced.

5. If replacement of doors is necessary, replacement doors shall be compatible with the design, proportions and materials of the original door.

6. New doors shall be constructed of wood if possible; aluminum or other metal doors should be finished in colors complementary to the building

The applicant is proposing to retain and restore the three storefronts in their original location. Even though new aluminum storefronts are being proposed, the existing ones are not original to the building. Several original historic features are being retained and restored, such as the terra cotta, bronze bulkheads, and steel lintels. The existing wooden doors are also being kept and restored.

FINDING

The proposed project meets the design standards for the district.

RECOMMENDED ACTION BY STAFF:

This Certificate of Appropriateness is recommended for approval.