



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

RECEIVED  
OCT 31 2017  
OMB Approved  
No. 1024-0009  
Form 10-168  
Rev. 2014

NOV 14 2017 HISTORIC PRESERVATION CERTIFICATION APPLICATION  
PART 2 - DESCRIPTION OF REHABILITATION

NATIONAL PARK SERVICE  
TAX INCENTIVE PROGRAM

NPS Project Number 36384

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.

1. **Property Name** Reuter-Mader Building  
 Street 125-127 4th Street South  
 City La Crosse County La Crosse State WI Zip 54601  
 Name of Historic District La Crosse Commercial Historic District

Listed individually in the National Register of Historic Places; date of listing \_\_\_\_\_  
 Located in a Registered Historic District; name of district La Crosse Commercial Historic District  
 Part 1 - Evaluation of Significance submitted? Date submitted January 15, 2017 Date of certification September 7, 2017

2. **Project Data**

Date of building ca. 1883 Estimated rehabilitation costs (QRE) \$649,329  
 Number of buildings in project 1 Floor area before / after rehabilitation 7,428 / 7,428 sq ft  
 Start date (estimated) 01/02/2018 Use(s) before / after rehabilitation Mixed / No Change  
 Completion date (estimated) 10/01/2019 Number of housing units before / after rehabilitation 0 / 2  
 Number of phases in project 1 Number of low-moderate income housing units before / after rehabilitation 0 / 0

3. **Project Contact** (if different from applicant)  
 Name Marcus Zettler Company HSR Associates, Inc.  
 Street 1609 Mississippi Street City La Crosse State WI  
 Zip 54601 Telephone (608) 844-1208 Email Address MZettler0916@gmail.com

4. **Applicant**  
 I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable] (1)  I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or (2)  if I am not the fee simple owner of the above-described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.

Name Dale Berg Signature Dale Berg Date 10/27/17  
 Applicant Entity Individual SSN 398-80-1815  
 Street 121 4th Street South City La Crosse State WI  
 Zip 54601 Telephone (312) 513-8017 Email Address dalesclothingdowntown@gmail.com

Applicant, SSN, or TIN has changed since previously submitted application.

**NPS Official Use Only**

The National Park Service has reviewed the Historic Preservation Certification Application - Part 2 for the above-named property and has determined that:

the rehabilitation described herein is consistent with the historic character of the property and, where applicable, with the district in which it is located and that the project meets the Secretary of the Interior's Standards for Rehabilitation. This letter is a preliminary determination only, since a formal certification of rehabilitation can be issued only to the owner of a "certified historic structure" after rehabilitation work is complete.

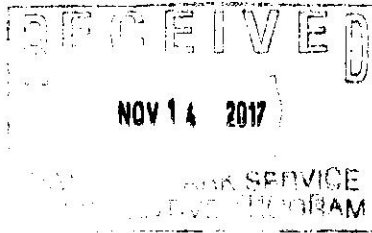
the rehabilitation or proposed rehabilitation will meet the Secretary of the Interior's Standards for Rehabilitation if the attached conditions are met.

the rehabilitation described herein is not consistent with the historic character of the property or the district in which it is located and that the project does not meet the Secretary of the Interior's Standards for Rehabilitation.

Date 12-6-17 National Park Service Authorized Signature Elizabeth Petrella

NPS conditions or comments attached

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE



### CONDITIONS SHEET

#### Historic Preservation Certification Application

Property name: Reuter-Mader Building

Project Number: 36384

Property address: 125-127 4<sup>th</sup> Street South

La Crosse, WI 54601 (La Crosse County)

The proposed project meets the Secretary of Interior's Standards, SHPO recommends approval with the following conditions:

1. Windows at the rear addition are out of character with the historic building and must be revised. Reduce the number of windows above the ground floor lobby. Use punched openings and single windows. The use of metal panel at the exterior is not appropriate. To ensure compliance with the Standards submit revised elevation drawings and window details of the addition for review.
2. Repointing mortar must match the color, composition, texture, strength, joint width and joint profile of the existing historic masonry. Specifications and repointing samples should be reviewed and approved by the State Historic Preservation Office before proceeding with this work. Good quality overall and close-up color photographs of the masonry both before and after repointing must be submitted with the Request for Certification of Completed Work.
3. Cleaning (paint removal) at exterior masonry must be accomplished using the gentlest means possible without damaging the surface of the masonry. This work must be accomplished in accordance with the guidance provided in Preservation Brief 1, *Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings*. Specifications and test cleaning samples should be reviewed and approved by the State Historic Preservation Office before proceeding with this work. Good quality overall and close-up color photographs of the masonry both before and after cleaning must be submitted with the Request for Certification of Completed Work.
4. New storefront doors must be either primed or painted or finished with a solid-body stain. Transparent or semi-transparent stains are not an appropriate finish for historic features. Use of these finishes is not approved.
5. All new storefront glazing must be clear, containing no tint or color - low E glass is not approved. New windows elsewhere in the building can use low-E glass but the glass must be clear.
6. The installation of aluminum combination storm windows/screens is approved if 1.) The division of the storm windows, if any, must align with the meeting rail of the historic window 2.) the frames are painted or factory finished and 3.) the storm window has a flush mount. Flush mount storms have an expander that goes around the window, bringing the outside surface of the storm window flush with the prime window casing.
7. Any roof top plantings must not be visible above the parapet. This includes both trees and raised planting beds.
8. Signage information must be submitted as soon as it is available. Signs must be compatible with the historic character of the building. Internally illuminated box signs are not acceptable.

11-8-17

Date

[Signature]  
State Official Signature

608-264-6490

State Contact Telephone Number

The National Park Service has determined that this project will meet the Secretary of the Interior Standards for Rehabilitation if the condition(s) listed in the box above are met.

12-6-17

Date

[Signature]  
National Park Service Signature

Telephone Number

for list

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**CONDITIONS SHEET**  
**Historic Preservation Certification Application**

Property name: Reuter-Mader Building

Project Number: 36384

Property address: 125-127 4<sup>th</sup> Street South, La Crosse, WI

The rehabilitation of this property as described in the Historic Preservation Certification Application will meet the Secretary of the Interior's Standards for Rehabilitation provided that the following condition(s) is/are met:

1. Additional Window Condition- All new glazing must be compatible and all Low-e glazing must be clear. To ensure compliance with the Standards you must submit glazing specifications for review and approval.
2. This approval does not extend to work not submitted for future tenant spaces, details of which have not been submitted for review and approval to the State Historic Preservation Office and this office. Federal regulations governing this program require evaluation of the entire project. This approval may be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. Please submit for review the information regarding any additional work as soon as available to ensure conformance of the overall project with the Secretary's Standards.

All requested information must be submitted as an amendment in duplicate to the SHPO.

Photographs documenting that the conditions have been met must be submitted with the Request for Certification of Completed Work.

Any substantive change in the work as described in the application should be brought to the attention of the State Historic Preservation Office and the National Park Service in writing prior to execution to ensure that the proposed project continues to meet the Standards.

The National Park Service has determined that this project will meet the Secretary of the Interior Standards for Rehabilitation if the condition(s) listed in the box above are met.

12.6.17  
Date

Elizabeth Petrella  
National Park Service Signature

Liz Petrella  
HPS 202.354.2040  
Telephone Number