

HERITAGE PRESERVATION COMMISSION REPORT
Review of Commercial Buildings adjacent to any Designated Historic Building.
Section 115-558(g)

TO: Heritage Preservation Commission
FROM: Planning Staff
MEETING DATE: April 22, 2021

PROPOSAL: The applicant is proposing exterior alterations to the building located at 201-225 3rd Street N.

PROPERTY OWNER:
Gundersen Lutheran Administrative Services Inc.
1900 South Ave
La Crosse, WI 54601

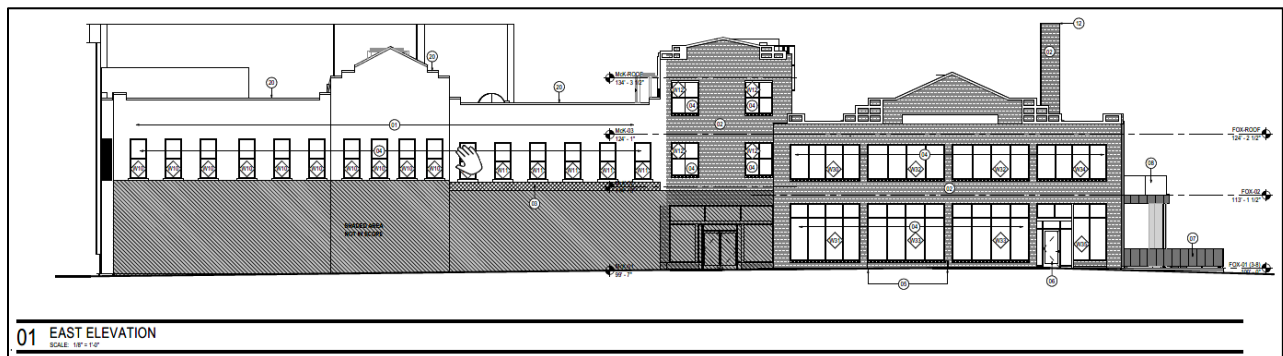
APPLICANT:
Katie Pope
Gensler
706 2nd Avenue South, Suite 1200
Minneapolis, MN 55402

BACKGROUND: The HPC was given responsibility to review all exterior work on commercial buildings within Historic Districts or adjacent to any designated historic building as part of the Commercial Design Review Process. Approval by the Heritage Preservation Commission is necessary prior to the issuance of any building permit.

PROJECT DESCRIPTION:

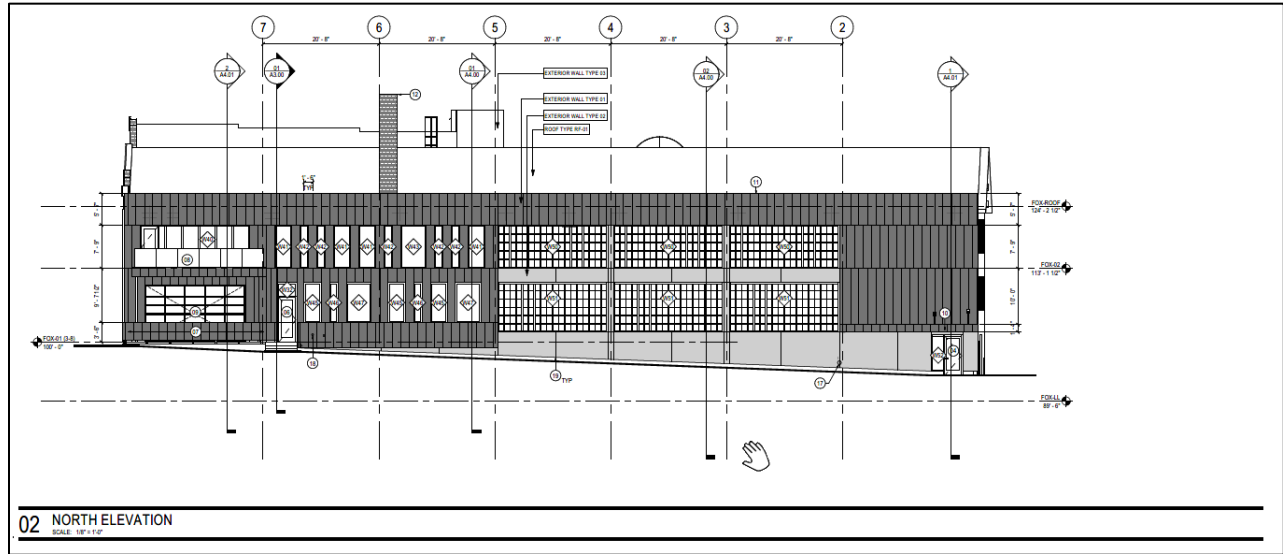
The applicant is proposing to make alterations to the north facing façade and portions of the east, west, and south facing façades on the Downtown Gundersen Health System Building located at 201-215 3rd Street N. These alterations include:

East Facing Façade (3rd St):



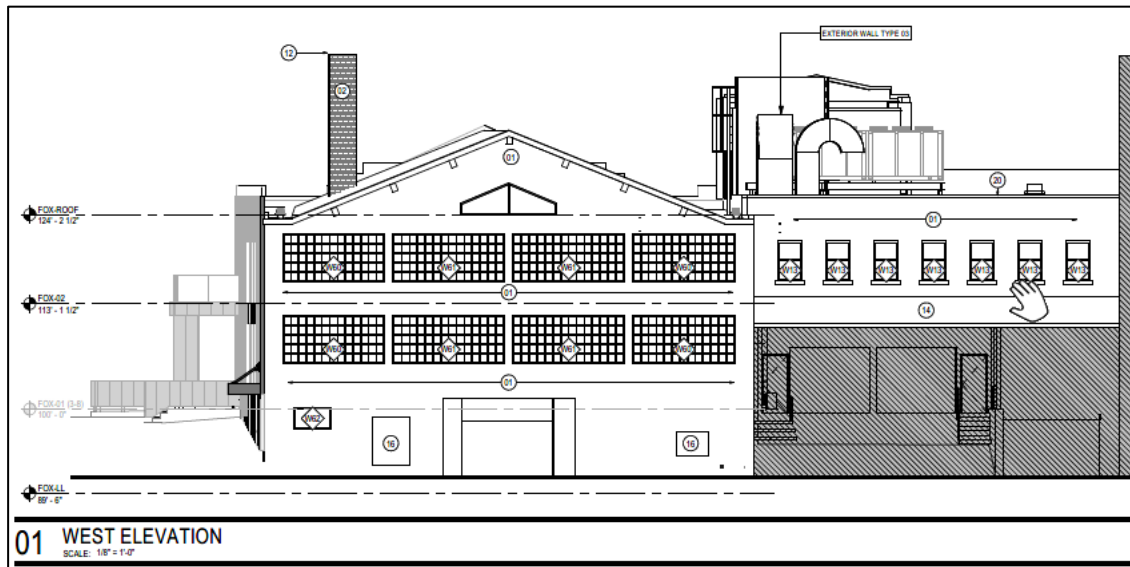
The existing entrance would be converted to a storefront to match the adjacent storefronts. The entrance would be relocated to the north east corner of the building where the original entrance was located. All other existing windows on the east elevation will be replaced with new aluminum framed, double-hung windows,

North Facing Façade (Facing the surface parking lot)



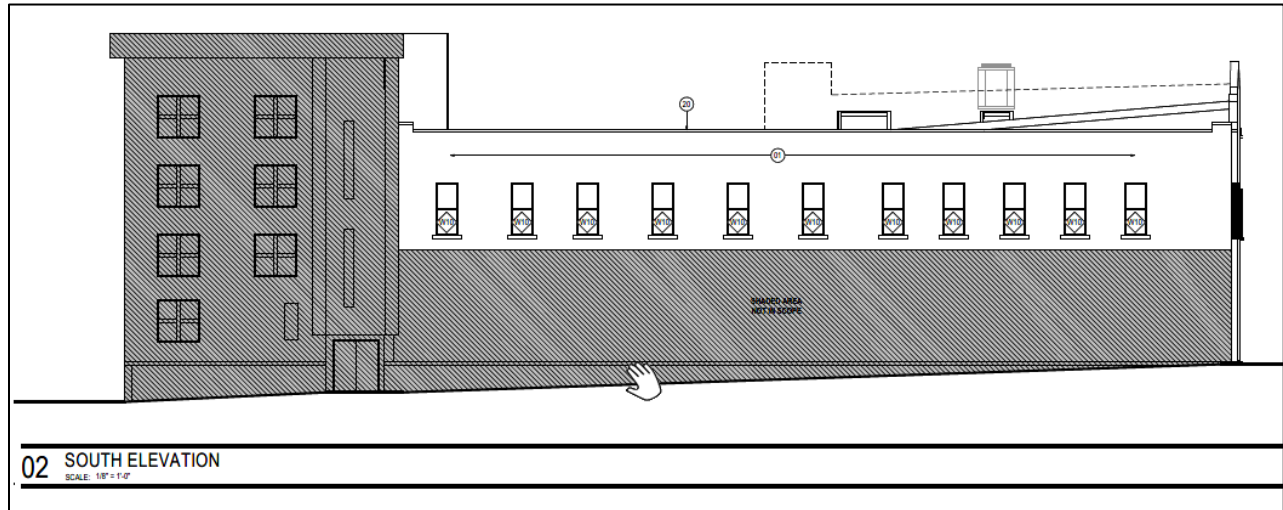
Includes a dark metal cladding system over the majority of the façade. Multiple new window openings. Creation of an outdoor café area.

West Facing Façade (Facing Alley)



Original window openings will be restored with grid muntins or double-hung windows. There is also a trapezoidal window in the upper portion of this façade that was uncovered during demolition. This opening will be restored.

South Facing Façade (Facing Parking Ramp)



Windows openings will return to their original size and replaced with double-hung windows.

SEE ATTACHED PLANS FOR MORE INFORMATION.

ANALYSIS:

There are no standards in the City's code to review projects by so staff attempts to apply best practices that should be used when restoring historic buildings, including reference to the Secretary of Interior's Standards for Rehabilitation.

East, West, and South Facing Facades.

Staff is in support of restoring window openings to their original size and type, including the trapezoidal window. Staff also supports the relocation of the entrance, new storefront, and canopy/awning. The inclusion of the historic photo indicates that this was originally an entrance, or an entrance at one time.

North Façade.

Staff is in support of restoring original window openings, as well as allowing opportunities for additional windows for natural light. Staff also supports the outdoor café and overhead garage door being proposed. The dark metal panel cladding seems to overpower this façade and leaves no exposed brick which is typical considered inappropriate to historic, brick buildings. Staff would like to see more of a mix of exposed brick and black metal panels.

FINDING

With the exception of the amount of usage of the metal panels the proposed changes and alterations are appropriate to the building and in maintaining and preserving its historic fabric.

RECOMMENDED ACTION BY STAFF:

This item is recommended for approval, however staff would like to see if a mix of exposed brick and metal can be achieved.