



CITY OF LA CROSSE
HERITAGE PRESERVATION COMMISSION

RECEIVED JUL 10 2017

Historic Landmark Nomination Form

BUILDING & INSPECTIONS DEPT

1:29pm 7/10/2017

1. What is the historic name of the Landmark or Landmark District?

Weengel Schubert Meat Market and residence (TR)

2. What is the current name of the Landmark or Landmark District? (If applicable)

No current name N/A (vacant)

3. Property Address: 520 3rd St. S.

4. OWNERSHIP

a. Owner(s): Renegade Enterprises, LLC

b. Street: 1460 City Hwy 16 W

c. City, State, Zip Code: West Salem, WI Phone: ( ) unknown

d. Email: unknown Parcel ID#: 30102-100

5. NOMINATED BY (If different):

a. Name: Barbara Kooiman, president Preservation Alliance of La Crosse (PAL)

b. Street: 119 King St.

c. City, State, Zip Code: La Crosse, WI 54601 Phone: (608) 782-0131

d. Email: barbara\_kooiman@hotmail.com

6. CLASSIFICATION AND USE (Check all that apply):

Proposed Designation (choose one)

Landmark District

X Landmark

If it is a Landmark, choose a category (definitions can be found on the instructions page)

X Historic Structure

Historic Site

Historic Object

Present Use

Agriculture

Industrial

Religious

X Commercial vacant

Military

Scientific

Educational

Museum

Transportation

Entertainment

Park

Government

Private Residence(s)

Other

**Condition:**

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Excellent       | <input type="checkbox"/> Deteriorated |
| <input checked="" type="checkbox"/> Good | <input type="checkbox"/> Ruins        |
| <input type="checkbox"/> Fair            | <input type="checkbox"/> Other        |

**Has the property been nominated previously?**  Yes  No

When? N/A

What was the outcome? N/A

**Is the proposed Landmark or District on the National Register?**  Yes  No

When? N/A

**7. SIGNIFICANCE:**

Section 20.90 of the *Municipal Code of Ordinances* lists 4 criteria that a district, site, structure or object may be designated under.

**Please check one or more of the listed criteria that apply to this Property:**

Associated with events or person(s) who have made a significant contribution to the history, heritage, or culture of the City of La Crosse, the County of La Crosse, the State of Wisconsin, or the United States.

It embodies the distinguishing characteristics of an architectural type or specimen, inherently valuable for a study of a period, style or method of construction or of indigenous material or craftsmanship.

It is representative of the notable work of a master builder, designer or architect whose individual work is significant in the development of the City of La Crosse, the County of La Crosse, the State of Wisconsin, or the United States.

It exemplifies or reflects the broad cultural, political, economic or social history of the nation, state, or community.

**8. HISTORIC OVERVIEW/ ANALYSIS (See attached instructions for analysis outline):**

**Please attach the analysis as a separate document containing the following sections:**

**A. Existing Physical Description**

- a. Write a physical description of the nominated property or district in its current state.
- b. If it has been altered over time, indicate the date(s) and nature of the alterations.
- c. Include additional information as applicable.

**B. Narrative History**

- a. Provide a complete narrative history of the district, structure, site, or object.
- b. If known, include the year it was built, the architecture style, and the name of the architect or builder.
- c. Include references to source material that are listed in the bibliography.

**C. Additional Information**

- a. Include any additional information that helps support the claim of criteria (Section 7) made in this document; or is otherwise deemed useful for the purposes of evaluation.

**D. Bibliography**

- a. Include a list of all sources consulted.
- b. Include copies of relevant source materials with the nomination form.

**9. PHOTOGRAPHS:**

**Include photos, as applicable, of the nominated district, structure, site, or object as follows:**

**A. Current photographs**

- a. Exterior photographs are required.
- b. Interior photographs if available and relevant to its historic significance.

**B. Historic photographs**

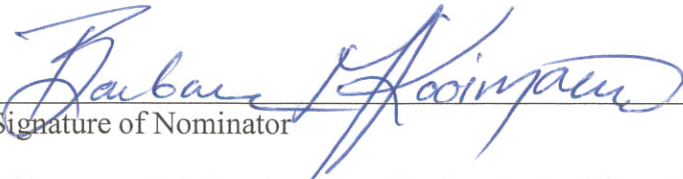
- a. Interior and exterior if available.

**Each photograph must be labeled with the street address of the building(s) and the month and year the photograph was taken.**

Designation of property will require affixing a plaque to said property and that the plaque will be the sole property of the City of La Crosse. While not required, the signature of the property owner assures the Heritage Preservation Commission that designation and installation of a plaque are supported.

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Signature of Nominator

7/10/17  
\_\_\_\_\_  
Date

When completed, submit application to the City of La Crosse Planning Department, 400 La Crosse Street, La Crosse WI.

**PLEASE NOTE:** It is the responsibility of the nominator to provide the Heritage Preservation Commission and its Staff with information sufficient to fairly evaluate the nomination. Incomplete nomination forms will not be accepted. A fee, in the amount stated in the Schedule of Fees and Licenses table in Section 25.01 of the Municipal Code, must be included.

**No permit to demolish all or part of the structure will be issued while the nomination is pending review by the Heritage Preservation Commission. A nomination is considered pending once a completed nomination has been submitted to the Planning and Development Department.**

**Addendum Pages for La Crosse Landmark Nomination  
Wenzel Schubert Meat Market/Residence  
520 Third St. South, La Crosse, WI 54601**

**A) Existing Physical Description**

The Wenzel Shubert Meat Market is a two story, load-bearing brick commercial vernacular style building. It is located in the middle of the 500 block on Third Street S. on the west side of the street, on a block that is between the entrance/exit approaches to the Cass Street Bridge and the Cameron Street Bridge in downtown La Crosse. Its front façade faces east. To the north is a Quonset-style commercial/industrial building, with the Cass Street bridge approach on the north side of that building. To the south on the west side of the street is an unfinished (grass and gravel) surface parking lot, with the sides and exit of the Cameron Street Bridge on the south side of the lot. Across Third Street S. is a modern car dealership (Pischke Motors) with their buildings and surface parking lots.

The building features a mostly rectangular footprint with flat roof. The eastern-most segment is a full two stories tall. It then steps down to about one and one-half stories tall, then another step down to about one story tall. A final addition, made of concrete block, is one story tall, with a covered loading dock on the rear/west façade of the building.

The entire building, mostly made of local red brick, has been painted a beige color on all four facades. The front, primary façade, which faces east, features the storefront entrance inset on the southern side of the façade, flanked by windows. The lower and upper part of the first floor windows have been covered with wood, likely covering a transom on the upper parts. The entrance is flanked with cast iron columns which have been painted white. The storefront segment takes up three-quarters of the south side of the façade. The north side of the façade features a four paneled wood door and two-paneled transom above. This is the door which is the entrance to the upper level of the building. The squared columns on each side of the door, and at the southeast corner are limestone (covered with beige paint). Above the first floor segment of the front façade is a row of corbelled brick.

The second floor features four windows frames which have been covered with what appears to be flat wood panels (leaving the possibility that the windows and/or the window frames are intact behind the wood panels). There are four of these windows, three above the storefront, and the fourth above the first floor entrance door to the upper level. Above each window is a flush, pedimented stone window lintels which have a small, concave carved floral like decoration. Above the windows is another row of corbeled brick, and the brick cornice features corner blocks and a central pedimented segment with what appears to be a date stone, which has been obscured with paint or plaster.

The south façade of the building shows brick wall with covered windows and doors. On the second story of the eastern-most segment is an enclosed window. The second segment, also two stories, shows one downsized window, one entrance that has been covered with a small

enclosure, and two enclosed upper story windows. The third segment back, which is one and one-half stories tall, features four enclosed windows on the first floor, and two enclosed windows on the second floor. The rear, concrete block segment features a door (likely functioning) on the south façade.

The rear/west façade shows that there is a small loading dock at the rear of the building. However, it is also evident that there are at least two enclosed windows on the west side of the second floor of the front/two story segment, and four more enclosed windows on the top floor of the one-and-one-half story segment. A small garage door is the entrance on the first floor of the west façade.

The north/side façade features no window openings on the oldest/easternmost two story and one-and-one-half story segments, however, there is a first floor door on that façade. This is the wall where the mural painting of the War Eagle was done, covering most of the wall. The rear, brick walls continue to show no other window or door openings on this façade until the rear, concrete block segment shows what appears to be a large, enclosed doorway.

Overall, the building, though having been vacant since 2007, shows a high degree of exterior integrity. It appears that most of not all of the historic window and doors are either intact, or are simply covered with wood paneling which could be easily reversed.

Note – The nominator did not have access to the interior of the building, and therefore does not have any photographs nor description of the interior.

## **B) Narrative History**

### Schubert Meat Market & Residence – 1884 to 1902

The Wenzel Schubert Meat Market and Residence, located at 520 Third Street S., one block south of the Cameron Street Bridge on the west side of the street, was built in 1884. This location had an earlier, one story wood frame building that was also a meat market, originally owned by Anton Schilling, who operated in this location as early as 1868. It appears, based on tax records, that by 1876, the market was being run by Wenzel Schubert, because though Schilling still owned the building, the taxes were being paid by Schubert. By 1877, Schubert owned the property. The 1884 construction date is based on the 1884 Sanborn Fire Insurance Map showing this property as a one story, wood frame building, with the meat market on the south side of the façade, and the residence on the north side of the façade. The Rascher Fire Insurance Map, printed in March 1884 (p. 24) shows the building originally as the one story frame structure, with a paste-over drawing of the two story brick building, indicating that the move from frame to brick construction happened in that year. The 1887 Sanborn Fire Insurance Map shows the two story brick structure labeled as “meat market”, with a shed in the rear/west side of the lot indicating a small smoke house and a “kettle” shed, presumably where freshly killed animals were boiled to remove hair and to clean before butchering. Finally, an

article in the La Crosse Chronicle written on January 1, 1885, detailing all of the new construction in the city, mentions "Wenzel Schubert, brick store and dwelling, \$4,500".

Wenzel Schubert was born in Bohemia. He met his wife Teresa in Germany, married in 1849, then moved to the U.S., where they eventually ended up in La Crosse in about 1853. The Schuberts had eight children, all of who remained in La Crosse, and his sons Albert and Henry worked with him in the business. Wenzel Schubert died at home in June 1895. His son Henry continued the business while living at home with his mother. Teresa Schubert died in December 1898. By 1902, the Schubert sons apparently decided to sell the building. The La Crosse Bottling Works, which was in a different storefront across the street, moved into the former Schubert Meat Market in about 1902.

#### La Crosse Bottling Works, Inc., 1902 to 1966.

The La Crosse Bottling Works was originally known as the Gustave Carl Bottling Works, starting in 1868. They produced soft drinks, soda water, mineral water, champagne cider, sparkling Catawba, lager beer, seltzer water, ginger and liquors. Originally on the east side of the 500 block of Third Street S., the business, then under the management of Warninger and Houthmaker, with the Carl father and sons still on board to manage, the business was moved to 510 to 520 Third Street, S., in the former Schubert Meat Market building.<sup>1</sup>

The La Crosse Bottling Works became incorporated in 1906 when Charles Bitzer purchased the business, and continued to bottle and make various soft drinks and light alcoholic drinks for the next several decades. They were said to have the earliest franchise to make and bottle Hires Root Beer in the state of Wisconsin. Their own label of soft drinks was known as the Golden West beverages. In 1910 the La Crosse Bottling Works was recorded as bottling three sodas: ginger ale, strawberry and lemon. The first two were noted to use artificial color and flavor.<sup>2</sup> They employed several people, including plant superintendents, beverage bottling plant workers, as well as office assistants, salespeople and distributors. They were known by the mid 1950s to have a distribution radius of about 50 miles.<sup>3</sup>

Charles Bitzer was the president and owner of the La Crosse Bottling Works from 1906 to 1944. Then he sold the business to Eugene M. Newburg, who continued as owner and president from 1944 to 1963. Newburg's business associations also included being the manager, secretary and treasurer of La Crosse Breweries from 1939 to 1952, and the director and secretary for Peerless Beer, Inc. from 1952 to 1976.<sup>4</sup> The La Crosse Bottling Works finally closed at this location in 1966.

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<sup>1</sup> Marcou, pg. 87-88.

<sup>2</sup> Emery, pg. 125.

<sup>3</sup> *La Crosse Tribune*, "Bottling Works Selling Pop at One Stand for 85 Years." 3 January 1954.

<sup>4</sup> *La Crosse Tribune*, "Ex-businessman Newburg dies." 15 February 1987.

### Lackore Electric Motor Repair, Inc., 1969 to 2002

The La Crescent Box Company was located in this building for a couple of years, until 1969 when Lackore Electric Motor Repair, Inc. moved into the building. The Lackore company was moved out of their original location at 122 Second Street W., where they had been since 1947, when the city of La Crosse began acquiring land on Front and Second streets from about State Street to Jay Street for what would be known as the Harborview Development (where the La Crosse Center, the Radisson and the former Heileman Corporate Building are now located). The city had received HUD grant money to help their "blighted" downtown region. Discussions for Harborview began as early as 1963, however, the great flood of 1965 no doubt hastened the project. By 1969 Lackore and several other businesses were paid for their buildings in the Harborview Development area, and several relocated. Lackore was paid \$13,500 for their Second Street property. By April 1970, a photo in the La Crosse Tribune showed the Lackore's property being demolished.<sup>5</sup>

Lackore's business was to manufacture and repair motors of all sizes. Their local customers included G. Heileman Brewing Co., La Crosse Breweries, Northern Engraving Co., Allis-Chalmers, The Trane Co., and the old Motor Meter Gauge. They also retailed in new and used motors, electric power tools and welding equipment.

The Lackore company remained at 520 Third Street S. until 2002, when a combination of growing too large for the location and the construction of the new Cameron Street Bridge finally forced their next move. Though the new bridge design did not threaten the building itself, Lackore's co-owner Paul Gale was concerned that the new bridge footings would make it more difficult for freight trucks to make deliveries. The Lackore Electric Motor Repair Company decided to relocate to a new 10,000 square foot building at 4102 Mormon Coulee Court, between Shelby Mall and what was then Quillin's Foodfest (currently the Goodwill store).<sup>6</sup>

The building at 520 Third Street S. was purchased by Collins Outdoor Signs in 1966, and shortly after had the War Eagle mural painted on the north side of the building, which would make the large mural of the historic riverboat visible to people driving south on Third Street which is a one-way street for several blocks. The mural was painted by Chicago-based artist R. Hegeman. In about 2009 the mural was touched up by Mark Van Lin, and longtime artist with the original artist's company. In June 2017 the building was purchased by Pischke Motors, under the business name Renegade Enterprises, LLC. Pischke Motors owns much of the 500 block on the east side of Third Street S. where it's offices, garages and surface parking for new and used cars is. According to Pischke's downtown general manager Blake Winters, the building at 520 Third St. S. will likely be torn down in the summer of 2017 to make way for a landscaped parking area. They do not have long range plans for the parcel yet at this time (in June 2017).<sup>7</sup>

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<sup>5</sup> *La Crosse Tribune*, "Authority Oks Harborview Sale Offers" 19 April 1969; Photo of demolition of Lackore building on Second St., S. 16 April 1970.

<sup>6</sup> *La Crosse Tribune*, "Ask the Trib: Lackore building has a long history" 28 May 2007.

<sup>7</sup> *La Crosse Tribune*, "La Crosse War Eagle mural may be sunk; building likely to be razed for car lot." 22 June 2017.



### C) Additional Information

The Schubert Meat Market & Residence Building at 520 Third Street S. is believed to be eligible for local landmark designation under two criteria.

1) *It embodies the distinguishing characteristics of an architectural style or specimen, inherently valuable for the study of a period, style or method of construction.*

Though this is a vernacular form of late 19<sup>th</sup> century commercial architecture, it is a good example of that architectural form. This building is built of load-bearing brick, as opposed to brick veneer, which many other so-called “brick” commercial buildings from this era are. This means that it is particularly strong and stable in its construction, and its owners went to the additional expense to build their commercial structure with higher quality materials for better longevity. Also, though several windows are covered, all of the historic components of this building are intact. The stone columns, foundation, sills and lintels are intact. The cast iron storefront columns are intact. The second story door is original and intact. The cornice and pediment of this building are intact. Even several of the “contributing” buildings in the downtown local and National Register eligible district can claim this high level of integrity.

It also is an excellent example of early owner-occupied businesses in this city, where the family’s business was on the first floor, accessible to the public, and the family lived on the second floor. The Schuberts designed this building in that manner, and the family ran the business and lived on the second floor until they sold the building in 1902.

2) *It exemplifies or reflects the broad cultural, political, economic or social history of the nation, state or community.*

The Schubert Meat Market & Residence reflects the distinctive pattern of owner-occupied small businesses in the latter part of the 19<sup>th</sup> century, when this building was constructed. The Schuberts, who had occupied an older building on this same lot for their meat market, obviously thrived enough to construct this newer, more substantial brick building for their business. Sanborn Fire Insurance Maps from this period show that there was a smokehouse for smoking meats, and a “kettle shed” in the rear of the lot, likely to render and prepare freshly killed animals for butcher. They would have then processed the meat in the rear of the first floor, with their meat counter for customers in the storefront. As mentioned above, this was a historic cultural phenomenon during this late 19<sup>th</sup> century period for shop owners, tavern owners and such to live on the second floor of their business. The Schuberts designed this building with that work/residence lifestyle in mind.

This building also exemplifies the adaptability of these early commercial buildings. It served as a meat market, then a bottling works, then finally an electric motor repair business, all arguably very different businesses, but all three spent several years in this building, obviously finding its adaptable space worked for their respective businesses.

## D) Bibliography

Emery, J.Q., Dairy and Food Commissioner. *Biennial Report of Wisconsin Dairy and Food Commissioner of Wisconsin*. Madison, WI: democrat Printing Co., State Printer, 1910 (pg 125)

*La Crosse Chronicle*, "New construction" 1 January 1885; "Wenzel Schubert obituary" 13 June 1895; "Teresa Schubert obituary" 31 December 1898

*La Crosse City Directories*, various publishers: 1868, 1870, 1873, 1876, 1880, 1888, 1890, 1893, 1895, 1900

La Crosse, City of. Plumbers Applications. W. Schubert, 4/22/1880; La Crosse Bottling Works, 4/7/1930; La Crosse Bottling Works, 6/20/1949.

*La Crosse Tribune*. "Ask the Trib: Lackore Building has a long history" 28 May 2007;  
"Bottling Works Selling Pop at One Stand for 85 Years." 3 January 1954;  
"Ex-businessman Newburg dies." 15 February 1987;  
"Authority Ok's Harborview Sale Offers" 19 April 1969;  
Photo of demolition of Lackore building on Second St., S. 16 April 1970;  
"La Crosse War Eagle mural may be sunk; building likely to be razed for car lot." 22 June 2017.

Marcou, David J. *Spirit of La Crosse: A Grassroots History*. La Crosse, WI: Western Wisconsin Technical College. 2000.

*Rascher Fire Insurance Map*, La Crosse, Wisconsin, March 1884.

*Sanborn Fire Insurance Company*, Fire insurance maps, La Crosse, WI - 1884, 1887, 1891, 1906, 1944/50, 1950, 1965.

## Photographs

Attempts to find historic photos of the building at 520 Third Street S. did not yield any known photos. The photos here were taken by Marcus Zettler in the fall of 2016 and by Barbara Kooiman on 25 June 2017. The interior of the building was not photographed as nomination preparer did not seek permission to enter the building.



520 Third St. S., east (front) façade, facing west.



520 Third St. S., east façade detail, showing limestone corner post, original window and cast iron entrance post.



520 Third St. S., east façade detail, showing second floor boarded window, with original stone lintel and lintel decoration.



520 Third St. S., showing east façade detail, second floor window lintel details, brick corbeling and pedimented cornice. The stone inset into the pediment appears to be a date stone, as "188x" is slightly visible. It may have been covered with plaster or concrete.



520 Third St. S., south façade (side) and west façade (back), facing northeast.



520 Third St. S., west/back façade, facing east.



520 Third St. S., west (back façade) and north (side) façade, with mural of War Eagle. Facing southeast.



From back of 520 Third St. S., facing approach abutment of Cameron Street Bridge, facing south





From back of 520 Third St. S., facing south toward Cameron Street Bridge.



From back of 520 Third St. S., facing west/northwest toward Second St. and Cass Street Bridge

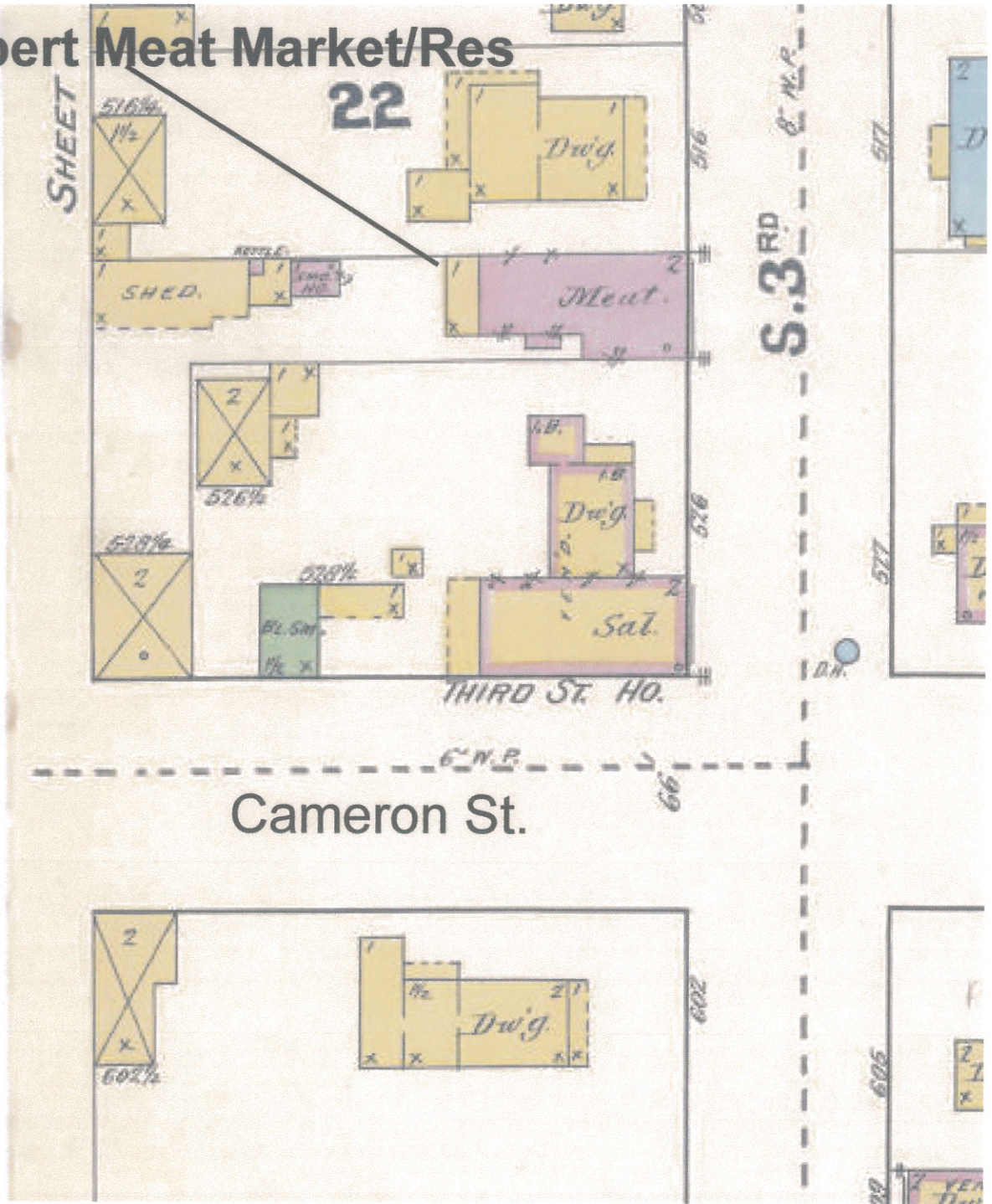


From back of 520 Third St. S., facing north toward rear of adjacent property and abutment of Cass Street Bridge.



**From back of 520 Third St. S. in alley to north of building, facing toward Third Street/Pischke Motors on east side of street.**

Schubert Meat Market/Res



Sanborn Fire Insurance Map,  
La Crosse, WI - 1891



