



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda

### Heritage Preservation Commission

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Thursday, November 21, 2024

6:00 PM

Grandad Room

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Members of the public may participate in the meeting in the following ways:

View Virtually and Speak:

Join Zoom Meeting

<https://cityoflacrosse-org.zoom.us/j/84101189486?pwd=bFhXeHBwdWR3YkhOcmpzWWYrTjRvQT09>

Meeting ID: 841 0118 9486

Passcode: 810151

Phone Only

1 312 626 6799

Or you may attend in person at City Hall located at 400 La Crosse Street. Members of the public who would like to provide written comments on any agenda may do so by emailing [acklint@cityoflacrosse.org](mailto:acklint@cityoflacrosse.org), using a drop box outside of City Hall or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

#### Call to Order

#### Roll Call (New Commission Member)

#### Approval of Minutes

1. Approval of the May 23, 2024 Meeting Minutes.

#### Agenda Items:

2. [24-1543](#) Review of a Certificate of Appropriateness for the property located at 118 3rd Street S. (Downtown Historic District)  
**Attachments:** [Sign Plans](#)  
[Staff Report](#)
3. [24-1544](#) Section 106 review of the Twin Cities Milwaukee Chicago Passenger Rail Project. (Impacts on Historic Resources)  
**Attachments:** [Cover Letter](#)  
[Proposed Track Plans](#)  
[Proposed Depot work](#)

4. Update, Discussion, and Possible Action on the following projects:
- 1) 2024-2025 WHS Grant Application
  - 2) NRHP Project- Multiple Property Nominations
  - 3) Ariel Beaujot 2025 History Class Project
  - 4) South Branch Library
  - 5) 2025 Endangered/Threatened Building Project

## **Adjournment**

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### **NOTICE TO PERSONS WITH A DISABILITY**

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

Heritage Preservation Commission Members

CM Mackenzie Mindel, Laura Godden, Greg Clark, Natalie Heneghan, Eric Garland,  
Jim Gallagher, Ellie McLoone



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 24-1543

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**Agenda Date:** 11/21/2024

**Version:** 1

**Status:** Agenda Ready

**In Control:** Heritage Preservation Commission

**File Type:** Review of Plans

**Agenda Number:** 2.



# La Crosse Fire Department

Division of Community Risk Management

[inspection@cityoflacrosse.org](mailto:inspection@cityoflacrosse.org) 608-789-7530

<http://www.cityoflacrosse.org/your-government/departments/fire-department>

## APPLICATION FOR SIGN PERMIT



Application Number: 032366-2024 Date: 10/7/2024 Parcel Number: 17-20015-100

OWNER INFORMATION						
Name: Eric Mora / Taco Broz						
Address of above: Street 118 3rd St.		City La Crosse		State WI		Zip Code 54601
Phone: 608-863-6057		Cell:		Email: eric10mora@gmail.com		
CONTRACTOR INFORMATION						
Name: La Crosse Sign Group						
Address of above: Street 1450 Oak Forest Dr.		City Onalaska		State WI		Zip Code 54650
Phone: 608-780-1450		Cell:		Email: theresa.besse@lacrossesign.com		
PROJECT INFORMATION						
Project address: 118 3rd St., La Crosse						
Construction Cost: \$ 2,995.00			Description of Work If Demolition, include use of land after demolition Non lit wall sign			
Sign Information: Location: On-Premise: <input checked="" type="checkbox"/> Off-Premise: <input type="checkbox"/> Total Sq. Ftg: <u>46.5</u>						
PROPERTY INFORMATION						
Zoning	Nbr. Dwelling Units	Airport Height Yes <input type="checkbox"/> No <input type="checkbox"/>	Flood Plain Yes <input type="checkbox"/> No <input type="checkbox"/>	Fire Limits Yes <input type="checkbox"/> No <input type="checkbox"/>	Archaeological District Yes <input type="checkbox"/> No <input type="checkbox"/>	Historical Dist Yes <input type="checkbox"/> No <input type="checkbox"/>
FEE INFORMATION						
Copies: \$	Plan Review: \$ 40.00	Permit: \$ 70.00	Record Mtce: \$ 28.00	Other: \$	Total: \$ 138.00	

IT IS HEREBY AGREED between the applicant, as owner, owner's agent or servant, and the City of La Crosse that for and in consideration for the premises and of the permit to construct, erect, alter, move, raze, or install and the occupancy of a building adding or property as above described, to be issued and granted by Fire Prevention and Building Safety of the City of La Crosse, that the work thereon will be done in accordance with the descriptions set forth in this statement, and as more fully described in the specifications and plans herewith filed and it is further agreed to construct, erect, alter, move, raze or install and occupy in strict compliance with the ordinances of the City of La Crosse, and to obey any and all lawful orders of Fire Prevention and Building Safety of the City of La Crosse and State of Wisconsin laws relating to the construction, alteration, repairs, removal and safety buildings and other structures and permanent building equipment.

Theresa Besse

*Theresa Besse*

10/07/24

Agent/Contractor: (Print)

(Sign)

(Date)

Licensed sign erector in the City of La Crosse? Yes  No

Certificate of Liability on file with the City? Yes  No

Note: Both are required to apply for a sign permit

OFFICE USE ONLY		
Application Approved:	Inspector:	Date:

Taco Broz  
118 3rd St  
La Crosse, WI





Halo-Lit Letters



**La Crosse Sign Group**  
 lacrossesign.com  
 1450 Oak Forest Drive Onalaska, WI 54650 608-781-1450  
 2242 Mustang Way Madison, WI 53718 608-222-2333  
 2502 Shelby Street Eau Claire, WI 54603 715-835-6189

This sketch is copyright La Crosse Sign Group and may not otherwise be used without permission. In the event of La Crosse Sign Group and must be returned to them upon request.

**Client**

Taco Broz  
 3rd St S  
 La Crosse, WI 54601

**Project**

Wall Plaque with Halo-Lit Channel Letters and Window Graphics

**Consultant**

Kyle Sanger

**Design Art**

Chris Clark

**Monument Sign Specifications**

- 48"x140" Wall Panel
- 3M Vinyl Graphics
- Fabricated Letters

**Square Footage**

- 46.5 sqft

**Color Key**

- 1 Black Fabricated Letters
- 2 Red - 263
- 3 White
- 4 Bright Yellow - 15
- 5 Black - 12

**Job Number**

125468-5

**Creation Date**

5-21-2024

**Revision Date**

9-16-2024

**Revision Number**

5

**File Path**

C:\Users\chclark\La Crosse Sign Company\Jobs Files - Documents\Taco Broz\LA\_CROSSE\125468-Non-Lit Wall Sign Design

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

\*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

\*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.

**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:** November 21, 2024

**PROPOSAL:** The applicant is proposing to install a wall sign over the storefront on 118 3<sup>rd</sup> Street S.

**PROPERTY/BUSINESS OWNER:**

Eric Mora/ Taco Bros  
118 3<sup>rd</sup> St S. (Tenant)  
La Crosse, WI 54601

**APPLICANT:**

La Crosse Sign Group  
Theresa Besse

**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 install a wall sign over the two transom windows openings on the storefront located at 118 3<sup>rd</sup> Street S. The wall sign will be 4ft (48”) in height and 11.7ft (140”) in width. (46.5sq ft) It is flat, vinyl, non-lit sign with fabricated letters. It will be attached to the building with aluminum tieback clips and mounting fasteners. The plan indicates that the sign letters will be halo-lit but the sign company has indicated to me that the business owner is no longer requesting them to be lit.



Existing Façade



Proposed Sign



SEE ATTACHED PLANS FOR MORE INFORMATION

**ANALYSIS:**

Design standards for signs are:

*Signs.* In historic commercial buildings, signs were typically mounted above storefronts flush with the façade, or projected perpendicularly from the façade. Signs were also placed in windows and appeared on awnings. All of these sign types are appropriate if designed with suitable materials and dimensions. Signs shall be placed where they would have historically been placed, and shall not cover significant architectural features or ornamentation.

- a. Sign installation shall be reversible - that is, it should leave no trace on the building after the sign is removed.
- b. Sign colors shall be compatible with those of the building; a limited palette of no more than four colors should be used.
- c. Traditional materials (wood and metal) are appropriate, while plastic is not. Neon signs may be used with the approval of the HPC. Other composite material may be approved by the Heritage Preservation Commission.
- d. Modern back-lit fluorescent signs, animated signs, awnings, or electronic billboards and signs with changeable letters are prohibited.
- e. Small free-standing or wall-mounted signs may be used to identify rear entrances or parking areas.
- f. Wayfinding, directional, or upcoming event signs that maintain the historic character of the Downtown may be approved by the Heritage Preservation Commission.
- g. All proposed signs must receive a sign permit from the Fire Department - Division of Fire Protection and Building Safety in accordance with [section 111-36](#) of the Municipal Code

There is no evidence to demonstrate that a sign has previously been installed at this location in this fashion. It is covering the two transom windows over the storefront which are considered significant architectural features of the building. The proposed sign is reversable and can be easily removed with little to no trace left on the building. The bright read lettering on the sign may not be considered compatible with the exiting building colors. The contact with the sign company has stated that the sign will not be back-lit.

**FINDING:** Even though the transom windows are filled in they are still considered significant architectural features of the storefront and should not be covered. Staff recommends that the sign be broken up and placed within the transom window openings. This was stated to the applicant who discussed it with the business owner, but they were not interested pursuing that design. Due to this design aspect the proposed sign is not in conformance with the Downtown Historic District Design Standards.

**RECOMMENDED ACTION BY STAFF:** This Certificate of Appropriateness is recommended for denial.



# City of La Crosse, Wisconsin

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## Text File

File Number: 24-1544

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**Agenda Date:**

**Version:** 1

**Status:** Agenda Ready

**In Control:** Heritage Preservation Commission

**File Type:** Request

**Agenda Number:** 3.

**From:** [Caron Kloser](#)  
**To:** ["Acklint@cityoflacrosse.org"](mailto:Acklint@cityoflacrosse.org)  
**Cc:** ["Manning, Derek \(Volpe\)"; Hatcher, Melissa \(FRA\); arun.rao dot.wi.gov; Mast, Travis \(Volpe\); Aaron Bowe](#)  
**Subject:** Section 106 Consultation \_ Twin Cities-Milwaukee-Chicago Passenger Rail  
**Date:** Tuesday, March 2, 2021 5:13:00 PM  
**Attachments:** [Final TCMC Rail\\_Sec 106 Letter City of LaCrosse\\_FRA.pdf](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

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Dear Mr. Acklin,

I am submitting the attached package on behalf of the Federal Railroad Administration (FRA). FRA plans to award grant funding to the Wisconsin and Minnesota Departments of Transportation to support improvements along the existing rail corridor between Saint Paul, Minnesota and Chicago, Illinois. This project will allow for one additional round trip passenger service between the two cities.

Please find attached a Section 106 consultation package including a consultation letter and supporting documentation for this undertaking.

If you have any questions, please contact Derek Manning at [Derek.Manning@dot.gov](mailto:Derek.Manning@dot.gov) .

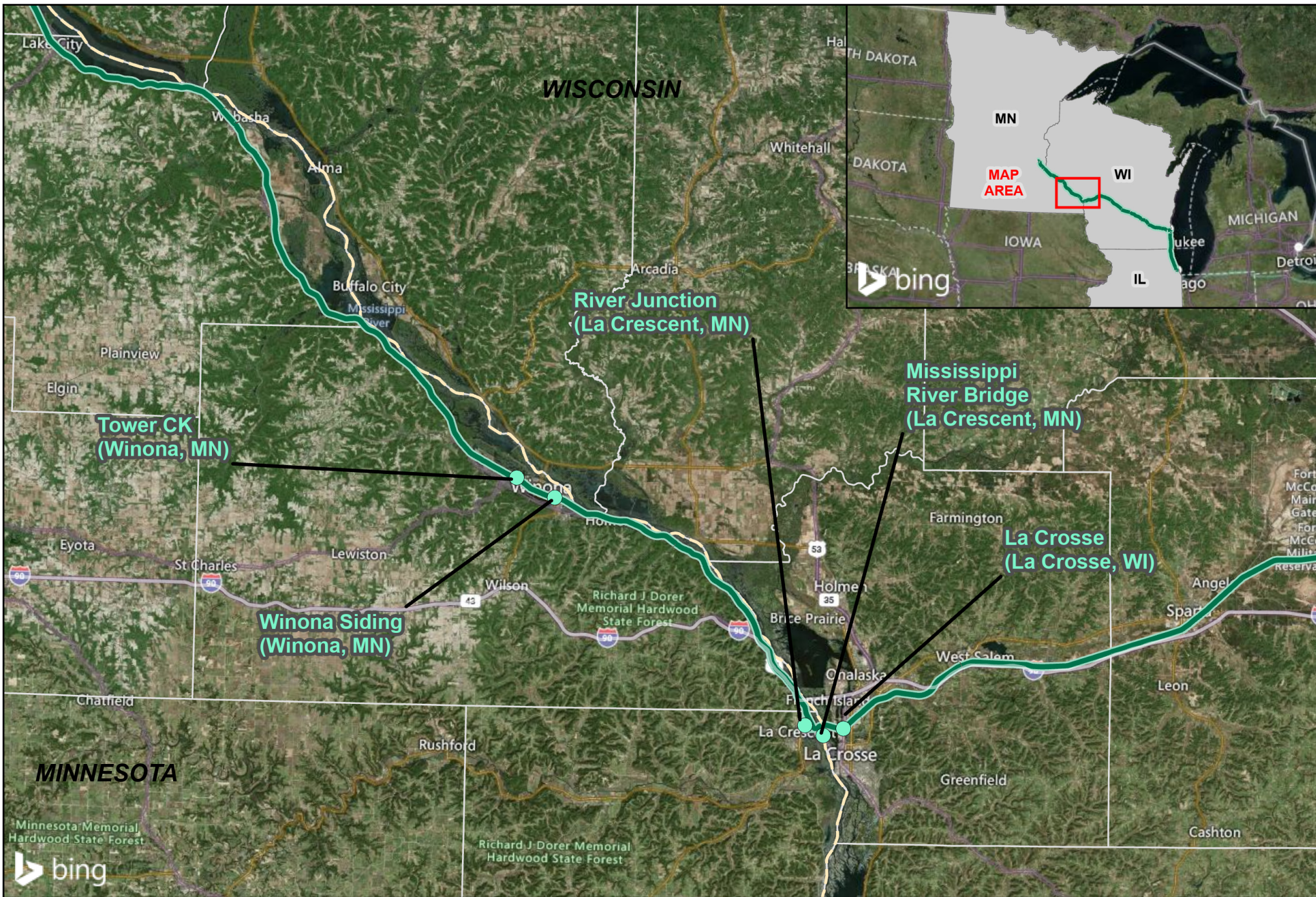
Regards,  
Caron Kloser

**Caron Kloser AVP, AICP**  
Urban Development and Planning  
Tel (414) 410-6776 Cell (414) 975-2030 Email [ckloser@hntb.com](mailto:ckloser@hntb.com)

**HNTB CORPORATION**  
250 E. Wisconsin Avenue, Suite 2000 | Milwaukee, WI 53202 | [hntb.com](http://hntb.com)

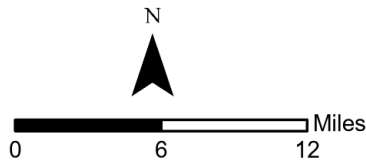
**100+ YEARS OF INFRASTRUCTURE SOLUTIONS**



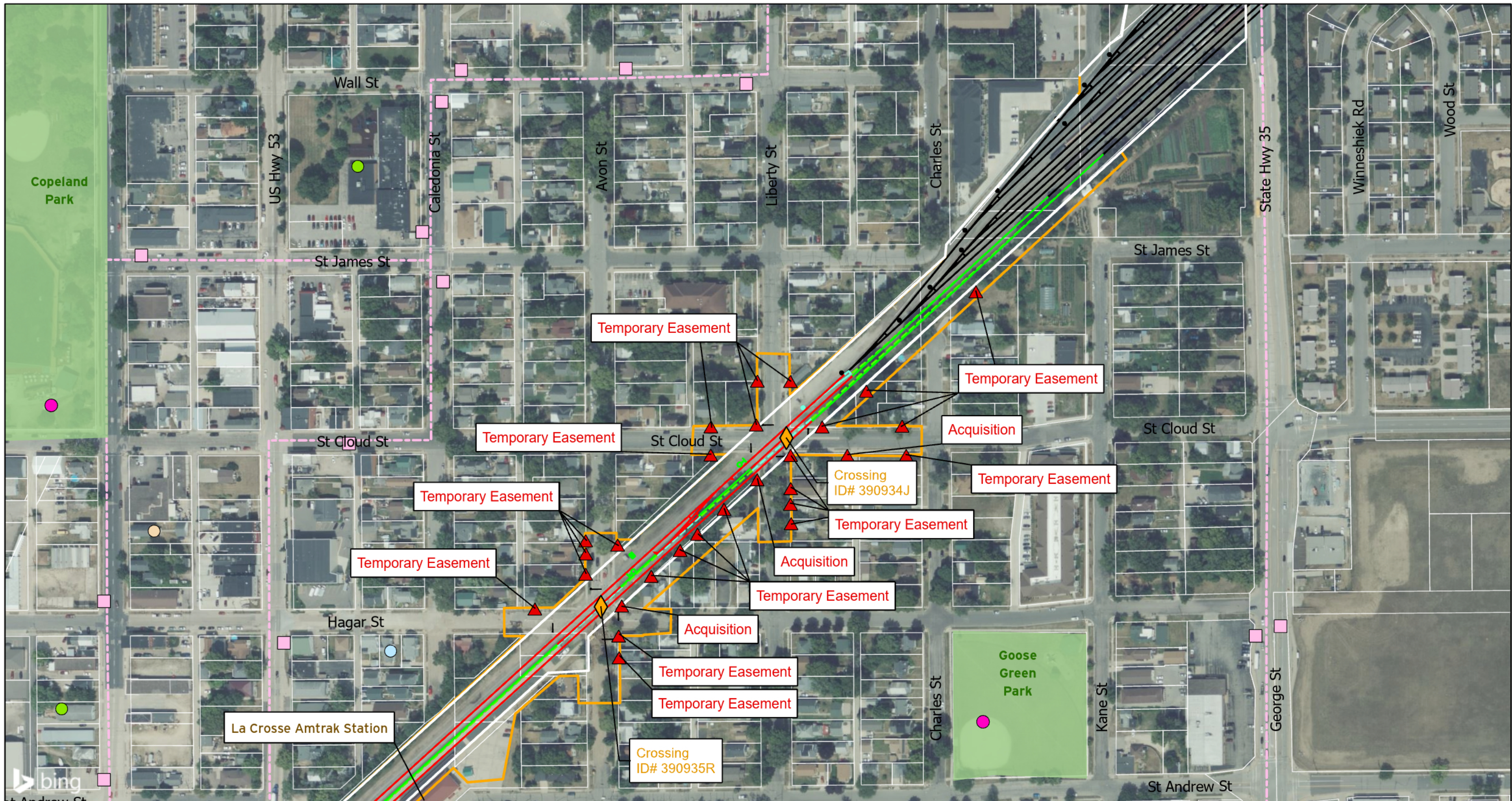


**Legend**

- Project Improvement Locations
- TCMC Rail Corridor
- State Border
- County Borders



**TCMC Intercity Passenger Rail  
Improvement Site Locations**

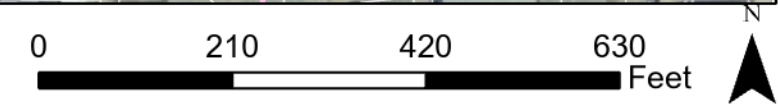


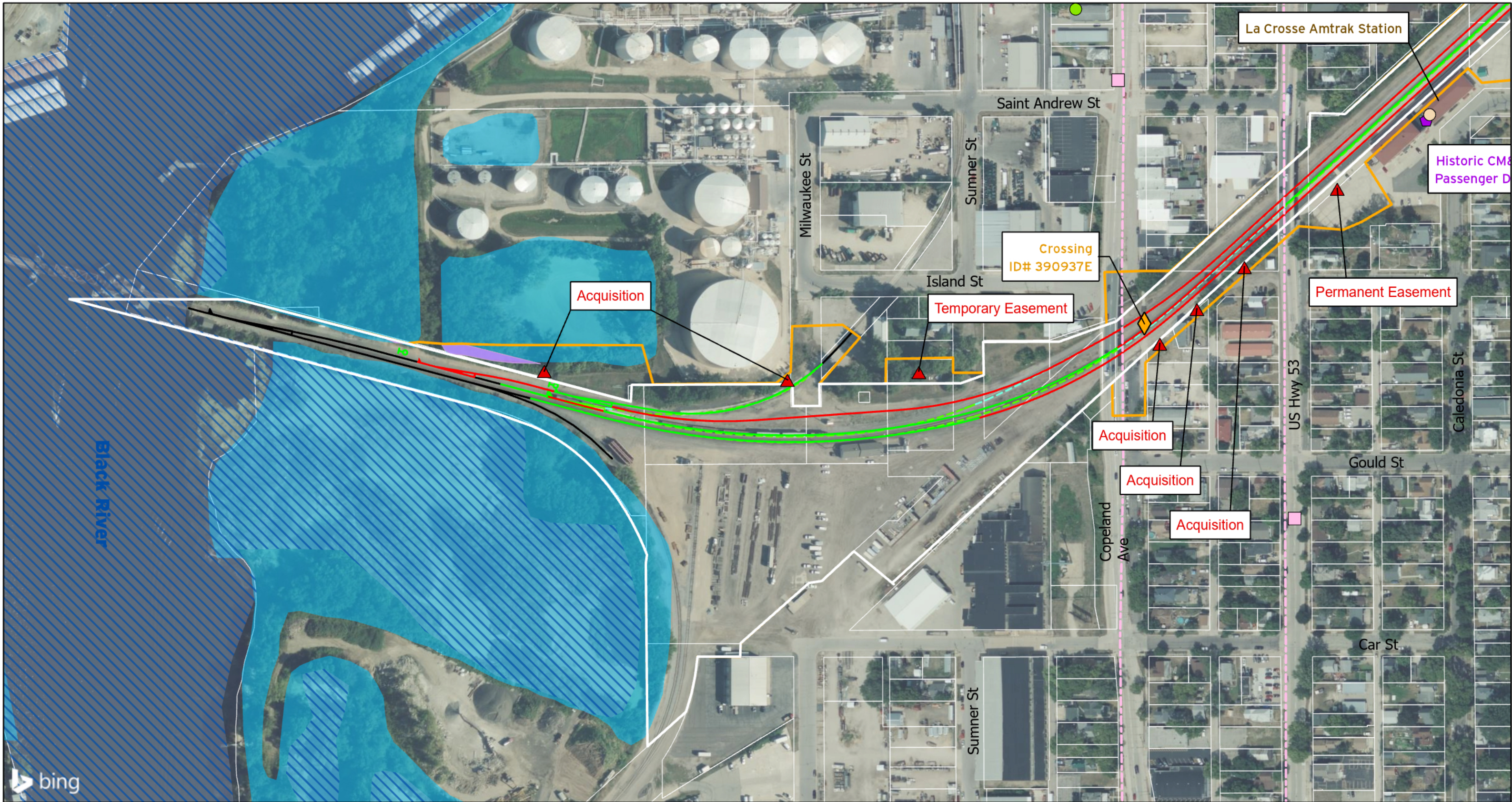
- Project Features**
- Existing Track/Feature
  - Proposed Track/Feature
  - Track Shift To
  - Track Shift From
  - Rehabilitate Track
  - Remove Track/Feature
  - Proposed Culvert
  - Acquire Easement
  - ◆ At Grade Crossing
  - ▭ Original CE Limits
  - ▭ Additional CE Limits
  - ▭ Parcel Boundary

- Environmental Resources**
- ▭ National Wildlife Refuge
  - ▭ National Wetlands Inventory Feature
  - ▭ National Hydrography Dataset
  - ▭ Anticipated Wetland Impact

- Community/Cultural Resources**
- ▭ Park
  - Medical Facility
  - Fire Station
  - Law Enforcement Facility
  - Recreational Areas
  - School
  - College/University
  - Library/Museum
  - Place of Worship
  - Cemetery
  - ◆ Historic Resource

- ▭ Transit/Shuttle Stop
  - Transit/Shuttle Route
  - Bike Facility
- Project Features as of 10/2/2023.  
 CE Limits are a conservative area outside of construction limits.  
 Sources: ArcGIS Online Data; La Crosse County GIS; Houston County GIS; Winona County; City of La Crosse Parks, Recreation, & Forestry; City of La Crosse Healthy Community Partnership; City of Winona Bikeways Map; FEMA; National Wetland Inventory; Wisconsin DNR; National Register of Historic Places; FRA Crossing Inventory  
 \*ArcGIS Online data was updated with latest available data



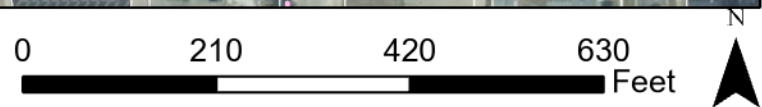


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 \*ArcGIS Online data was updated with latest available data



**TCMC Intercity Passenger Rail**  
 La Crosse Improvement Site  
 LaCrosse, WI  
 Attachment B-2, Page 2 of 15

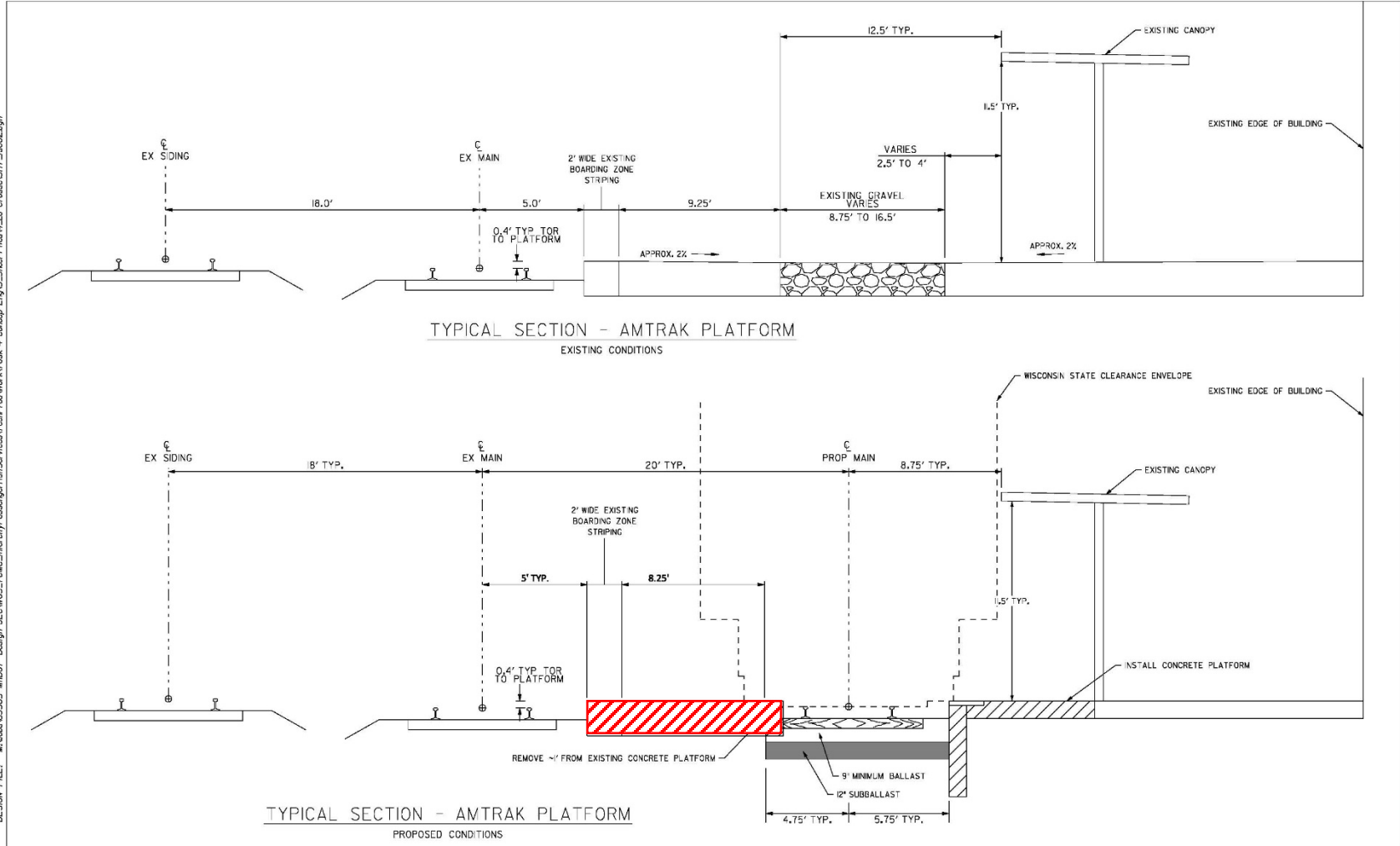
WisDOT I.D. 0385-57-08 - Railroad Improvements,  
Twin Cities-Milwaukee-Chicago Passenger Rail: La Crosse, WI to Saint Paul, MN  
La Crosse Depot – proposed work





WisDOT I.D. 0385-57-08 - Railroad Improvements,  
 Twin Cities-Milwaukee-Chicago Passenger Rail: La Crosse, WI to Saint Paul, MN  
 La Crosse Depot – proposed work

PROJECT: TOMAH INTERCITY PASSENGER RAIL SERVICE  
 PLOT NAME: SHT\_16002.dgn  
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				DESIGNED: WJU	CHECKED: ZDH	STATE PROJ. NO. TCP-EB2-16	<b>CONCEPTUAL DESIGN</b> NOT FOR CONSTRUCTION	<b>TOMAH SUBDIVISION TRACK DESIGN</b> LA CROSSE IMPROVEMENTS MP 281.2 TYPICAL SECTIONS	SHEET NO. 4 OF 6
				DRAWN: WJU	APPROVED:				
NO.	REVISIONS	BY	APP	DATE					