



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda

Heritage Preservation Commission

Thursday, April 23, 2026

6:00 PM

Council Chambers- City Hall 400 La Crosse St

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, using a drop box outside of City Hall or mailing the Department of Planning and Development, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512

Call to Order

Roll Call

Approval of Minutes

1. Approval of the March 26, 2026 Meeting Minutes.

Agenda Items:

2. [26-0222](#) Nomination of Emerson Elementary School (Hillview Orthopedic School), located at 2001 Campbell Rd, to be designated as a Local Historic Landmark.

Attachments: [Nomination](#)

[Letter from Dr. Engel- La Crosse School District.pdf](#)

[Notice of Hearing \(For Property Owner\)](#)

[Notice of Hearing \(For Publication\)](#)

[Rick Willenberg Email 3-18-2026.pdf](#)

3. [26-0435](#) Nomination of the Goddard Hotel (Fred Antonneau Apartments), located at 1639 Prospect St, to be designated as a Local Historic Landmark.

Attachments: [Nomination](#)

4. [26-0395](#) Request from Environmental Assessment Specialists, Inc to review plans for wireless communication facilities, located at 1707 Main Street, and provide comment as part of the Section 106 process.
Attachments: [Request Letter](#)
[Project Plans](#)
[Staff Memo](#)
5. [26-0458](#) Historic Certificate Initiative Program
Attachments: [Historic Commission Recognition Program](#)
6. Discussion and possible action on new day and time of the Heritage Preservation Commission's monthly meeting.

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, with as much advance notice as possible.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0222

Agenda Date: 3/26/2026

Version: 1

Status: Referred

In Control: Heritage Preservation Commission

File Type: Application

Agenda Number: 2.



CITY OF LA CROSSE
HERITAGE PRESERVATION COMMISSION

Historic Landmark Nomination Form

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

HILLVIEW ORTHOPEDIC SCHOOL

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

EMERSON ELEMENTARY SCHOOL

3. Property Address: 2101 CAMPBELL ROAD

4. OWNERSHIP

- a. Owner(s): SCHOOL DISTRICT OF LA CROSSE
b. Street: 807 EAST AVENUE S.
c. City, State, Zip Code: LA CROSSE, WI 54601 Phone: (608)789-7990
d. Email: Parcel ID#: 17-20261-012

5. NOMINATED BY (If different):

- a. Name: PRESERVATION ALLIANCE OF LA CROSSE (PAL)
b. Street: 1353 CALEDONIA STREET
c. City, State, Zip Code: LA CROSSE, WI 54603 Phone: (608)784-1976
d. Email: preservationalliance@gmail.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 Commercial
Military Scientific X 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? _____

What was the outcome? _____

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

When? _____

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. Signature of the property owner assures the Heritage Preservation Commission that designation and installation of a plaque are supported.

Signature of Property Owner

Date

Marcus J. Zittel - PRESIDENT, PRESERVATION
Signature of Nominator ALLIANCE OF LACROSSE (PAL)

2-9-2026
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.

A. Property Description:

By Marcus Zettler, Preservation Architect
On behalf of the Preservation Alliance
of La Crosse

Property Overview:

Current Name: Emerson Elementary School
Historic Name: Hillview Orthopedic School
Address: 2101 Campbell Road, La Crosse,
Wisconsin

Building Description:

Emerson School is a two-story structure flush with grade constructed out of multi-wythe, cream colored brick bearing walls. The Wisconsin Historical Society lists the style as “Contemporary” however, there are some subtle references to the Art Deco Style. The structure is sited on an angle running southwest to northeast on the north side of Campbell Street. The school is immediately east of the track and fieldhouse for UW-La Crosse. The front of the building faces southeast (Campbell Street) and is not parallel to the street. A parking lot is located to the north of the school and a playground to the east. There is a small visitors parking lot to the south of the building next to the main entry.

The original building has a simple rectangular massing with a running southwest-northeast and features a flat roof concealed by a parapet. When the building was constructed in 1939 it was only intended to be a one-story school. A 1950s addition added a second floor to the school, done in the same style as the original construction. There are two other additions present today. A one-story box was added to the north of the building and bears no resemblance to the original architecture. It is

out of character with the rest of the school. The addition to the northeast is much larger and sympathetic to the school in scale and materials. The addition has two stories, punched openings, a secondary entry and a gymnasium on the back side facing the parking lot. The front of the original building has a balanced, but not symmetrical facade. The west side of the composition has a one-story office area with a curving modern canopy over the main entrance. The main façade is two-stories and has large groups of punched openings. These openings vary in size, but the west bay has two vertically oriented openings flanking a large horizontal opening on both the first and second floor (we will call this type ‘A’), the next bay has much longer openings (type ‘B’). There are then two smaller openings with higher sill heights (type ‘C’). There is then a type A window group followed by type B and then the next type C is modified on first floor to have a pair of entry doors surrounded by a limestone by projecting out from the façade with stylized Art Deco pilasters. On the other side of the door is a type B window group followed by a type C, a type A and another type C. This was the end of the original school building. The addition steps back a couple of feet and has a very plain façade. There are two punched openings in this mass, one on the first floor having four entry doors and a ribbon window above. The façade then steps out, flush with the original building and has two punched openings on each floor each containing a single aluminum window unit with four lites. There are some odd stripes created with green brick between the first floor window heads and second floor window sills. Today modern steel doors have replaced the original metal doors. The limestone sills are still extant at the windows, but the original

windows have been replaced with modern half-height windows. The rest of the openings have been replaced with metal infill panels. The original limestone coping may still be extant beneath the modern metal coping at the top of the walls.

The east façade faces the playground. The modern addition completely obscures the original school. The addition has two masses, the first is a two-story classroom area that lines up with the front façade of the main school. It has a re-entrant corner and a blank brick wall. The main portion of the façade has a pair of entry doors projecting from the pace of the wall, the rest of this wall is a windowless brick mass. The rear part of the addition appears to be a gym or auditorium space with punched windows high on the wall. The same cream colored brick with green brick accents are used on this façade, similar to the front.

The north façade has similar details to the south façade, but they are simplified. There are groups of windows in similar spacings to the front of the building. These window openings have the same, modern, half-height windows with metal infill panels above. The north addition has a solid façade at the base with a ribbon of windows at the clerestory. Above the windows, metal panels clad the façade up to the top of the parapet. The side walls of the addition are finished with a brown brick. This addition is out of scale and proportion with the main school. The larger, new addition on the northeast side of the building has no windows. It is a large expanse of brick wall punctuated by a single door on the west and a pair of doors on the east. The scale and detailing of this addition are more sympathetic to the original school, but

the lack of windows creates a stark difference to the older parts of the building.

The west façade has a one-story office wing projecting out from the mass of the main building. There is a single door with transom centered in the mass and a large punched opening to the south. The second-floor on the main portion of the school behind the office wing also has a punched window opening. A modern whimsical canopy spans between the one-story office wing and the main two-story portion of the building. It covers the main entry to the school. The canopy is a broad sweeping arc that is well scaled to the building composition. It stays just below the parapet line of the office wing.

The interior was not accessible at the time of this nomination. Historic photos of the interior were found and are included in the historic photos section of this nomination.

Overall, the historic integrity of the original building is good. The exterior masonry is in very good condition at most locations. The modern windows are in poor condition and are not compatible with the size of the historic masonry openings. The north addition is out of character with the main building and should be considered 'not contributing' to the overall historic structure. The northeast addition, although plain, is sympathetic in scale and material of the original school.

B. Historical Analysis:

Building History:

The Emerson Orthopedic School was dedicated on Saturday, January 20, 1940.¹ During the planning stages, the school was known as the Hillside Orthopedic School. The school was renamed to Emerson Orthopedic School (after the poet) in January 1940 just before the dedication.²

The construction of this school was part of a city-wide overhaul of the public school system. From 1938-1940 there were eight school projects under construction in the city.³ Funds from the PWA (Public Works Administration) made this building boom possible. It was designed by the architecture firm of Boyum, Schubert & Sorensen.⁴ This school was not a typical elementary school. From the beginning it was specifically designed to accommodate children with disabilities. In the late 1930s studies and analysis were being done to determine the need for the orthopedic department. The studies showed that the existing facilities were woefully inadequate. The Orthopedic Department was located on the third floor of the old Washburn School. The classroom area for children with disabilities required them to climb four flights of stairs! This department was the first of its kind in Wisconsin and is the predecessor of today's special ed. At the time of the evaluations in

1938, the La Crosse Orthopedic Department had students from nine different counties.⁵ The Orthopedic Department was integrated with what was called the "Open Window" department at Washburn School. These departments worked with children who had various disabilities and diseases. Children in the 1930s still had to fear debilitating diseases such as polio and tuberculosis. The school also worked with students recovering from surgeries, malnourishment, and nervous disorders.⁶ The oldest special school department in La Crosse was the Deaf School, established in 1887.⁷

The design for the school was unique among the educational buildings in the city. It was designed as a single-story building with no stairs. Ramps were used to change floor levels. There were grab bars located on the walls. The school consisted of the Orthopedic and Open Window wing on the southwest side of the building and the regular elementary school classrooms on the northeast. In addition to the special education classrooms, there were treatment rooms with therapy pools and resting areas. The school was constructed out of fire-resistant materials such as masonry, plaster, tile, and steel windows and doors. This creates acoustically reflective surfaces. To increase sound absorption, early acoustic ceilings were installed, probably wood-fiber tiles. Wood and other combustibles were kept to a minimum. The walls were multi-wythe solid masonry, the floor was made of concrete, hallways and

¹ "Emerson Orthopedic School Transferred to Local Board." La Crosse Tribune. Jan. 21, 1940. P1, 10

² "School Board Re-Elects Rossiter; Defines Boundaries of Districts." La Crosse Tribune. Jan. 19, 1940. P7

³ "Eight New Schools and Additions Involve Expenditure of \$1,734,161." La Crosse Tribune. July 2, 1939. P5

⁴ Steele, Fred E. "Agreement" 1938.

⁵ "State and Counties Aid Finance of Handicapped Child Training." La Crosse Tribune. Feb. 2, 1938. P1

⁶ "Special School Here Inadequate." La Crosse Tribune. Feb. 4, 1938. P1

⁷ "Deaf School is Oldest of Special Departments." La Crosse Tribune. Feb. 6, 1938. P1

treatment rooms had a ceramic tile wainscot, and the walls were mostly finished with plaster. The cost of the school was estimated to be just over \$220,000 with furnishings prior to construction.⁸ However, a December 31, 1939 Tribune article stated that the cost of the school was \$125,804. The older newspaper article included furnishings and also illustrated a much more elaborate design with the school shaped in a “V” with two equal wings. The existing school was constructed as a single long rectangular shape. The school exhibited some slight Art Deco detailing, but primarily exhibits early International Style influences. The starkness of ornament was typical of Depression Era buildings.

At the conclusion of World War II, the “baby boom” began. This increase in children required more classroom space. The School Board again turned to Schubert, Sorensen and Associates (name of the firm changed) to design a large addition to Emerson School. The expansion project was first bid in 1954. The low bid reportedly came in at \$387,376 and was rejected by the Council.⁹ The plans were revised and the second round of bidding resulted in a low bid of \$314,834.94 on February, 3, 1955. This bid was submitted by WMC, Inc. of Winona for General Contractor, R. H. Lovold for plumbing and HVAC, Meyers Equipment Co. for kitchen equipment, and Clark-Bracken, Inc. for electrical work.¹⁰ This majority of this expansion was to add a second floor to the school, covering most of the original building footprint.

⁸ “Special Departments of La Crosse Schools Training Handicapped Children Inadequate.” La Crosse Tribune, Jan. 30, 1938. P1

⁹ “Board Opens Bids on New Project Feb. 3.” La Crosse Tribune, Jan. 4, 1955. P1

¹⁰ “Board Accepts Low Bids on Emerson Job.” La Crosse Tribune, Feb. 4, 1955. P1

The Tribune article explaining the bids stated that the “Reduction in the cost of the Emerson project on the second bids was accomplished by omitting a basement lunch program facility, reducing the outside matching stone trim to a minimum and omitting the second floor matching ceramic tile in the corridor walls.”¹¹ The open house for the new addition was held at the end of February 1956.¹² The windows of the second floor closely matched the first floor and there was a one-story wing on the northeast side of the building. This addition basically doubled the classroom space in the school.

Around 1972 a new addition was constructed off of the back of the school adding a new IMC (Instructional Media Center a.k.a. library). The classroom wing located to the north of the original school also appears to be from this period. The IMC wing of the building was burned to the ground by a 17 year-old former student on January 1, 1983.¹³ The decision was made to refurbish the school in an effort to remove smoke and water damage. The IMC addition was a total loss estimated around \$500,000.¹⁴ This addition was cleared away and a new addition was created in its place. This caused a massive disruption to the school district since 345 students and 35 staff members had to be reassigned to other schools.¹⁵ The reconstruction was swift and the school reopened to students on August 30, 1983. As a result of the fire, the new library was

¹¹ Ibid.

¹² “Hold Open House Program for New Emerson Addition.” La Crosse Tribune, Feb. 28, 1956. P11

¹³ “Youth Admits Torching Emerson.” La Crosse Tribune, Mar. 19, 1983. P1, 16

¹⁴ Ibid.

¹⁵ “Fire Destroys Addition at Emerson.” La Crosse Tribune, Jan. 2, 1983. P1

the first to be computerized in the La Crosse School District.¹⁶

The school remained very popular among La Crosse residents. In the late 1980s overcrowding in the school district led to bussing children who were in the Emerson boundaries to other schools. This was met with opposition from parents and was covered in numerous Tribune articles. This doubled the size of the property. Another addition was mentioned in 1991. This appears to be the addition added to the northeast addition at the end of the school. The addition faces Crowley Park which has for many years demonstrated the great partnership between the school district and the council. The park received a major renovation in 2008 adding new play equipment, rain gardens and a gazebo that can act as an outdoor classroom.¹⁷

Student enrollment has been on a downward trajectory for the past three decades in La Crosse. Consolidations plans were discussed in the early 2020s. By 2024, the plan was to consolidate Emerson School and Spence into a new school located at the Hogan School site.¹⁸ At the time of this nomination, the Hogan School is being needlessly demolished to “make room” for a new school building on the site. It appears that Emerson’s role as an elementary school in La Crosse may be nearing an end after almost 90 years of service. It is a testament to the original design that the building can still serve its original purpose into modern times.

The building has a tremendous history with ties to the federal PWA programs. It retains much of its architectural character from the 1939 and 1955 building campaigns. The later 1972 addition is not sympathetic, but is located behind the main structure. The 1983 and 1991 additions are simple and subordinate to the main structure. It is unique among the schools of La Crosse as the first school deliberately designed to provide educational opportunities for children with disabilities.

¹⁶ “Rebuilt Emerson Awaits Students.” La Crosse Tribune, Aug. 25, 1983. P40

¹⁷ “More than a Playground.” La Crosse Tribune, Oct. 24, 2008. P1

¹⁸ “Board Looking at Long-Range Consolidation Plan, Referendum.” La Crosse Tribune, Feb. 8, 2024. PA1

C. Additional Information:

Statement of Significance:

1. *Associated with events or persons 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.*

The Emerson Orthopedic School is significant in its function to provide an educational facility for children with disabilities. The building was well constructed and typical of the period, but the historic merit of the building is nested in its function to the community. This school housed a groundbreaking program, the precursor of today's special ed. It served not only the children of La Crosse, but of the entire region. At least nine different counties in Wisconsin sent children with special needs to this school for an education. This school had specialized treatment rooms including therapy pools and resting rooms. The layout was very logical with the orthopedic and open window functions on one side of the building and the typical elementary school on the other side. Common spaces were located in the middle. A central double-loaded corridor provided circulation throughout the building. Special design considerations were implemented such as eliminating stairs and adding grab bars to the walls. The building was situated to bring in ample natural light to classroom spaces and keep resting areas nestled to the

building's interior. Programs like this were rare in the country. It exemplified the progressive spirit of the people of La Crosse.

The second-floor addition expanded the regular elementary school functions. It was done in a sympathetic way to the original building and was designed by the same architecture firm. The 1970s addition that remains looks like an afterthought and does not contribute the significance of the structure. The two later additions are sympathetic and subordinate to the original structure, but they have a watered down appearance.

Although the original windows have been replaced, the window openings appear to be mostly unchanged. The masonry also retains a high degree of historic integrity.

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

The Emerson Orthopedic School is associated with one of the most influential public building campaigns in United States history. In 1938-1940 there were eight different school construction projects happening simultaneously in La Crosse. This wave of school construction was made possible in part by PWA funding. The La Crosse Tribune outlined the costs of active school projects in 1939. It stated

that “Eight New Schools and Additions Involve Expenditure of \$1,734,161.” The PWA was projected to provide 45% of the funds necessary.¹⁹ The PWA provided funding for much needed community improvement projects across the entire country.

constructed as substantially as the Emerson Orthopedic School can last hundreds of years if properly maintained.

A second nationwide historic event had an equally significant impact on the building. After World War II the “Baby Boom” dramatically increased the demand for classroom space. The second floor was added to Emerson in the mid-1950s as a direct result of this increase in the population. The 1950s saw a building boom for schools nationwide and La Crosse was no exception. This gives the second-floor significance even though the original structure was only a one-story building.

The later additions have much less significance to the building, but the north additions are sympathetic and reflect the ongoing modernization of the building to meet the needs of the community.

This building is a significant and highly intact historic structure contributing to the cultural heritage in the Coulee Region. The fact that the building is still owned and used by the original client almost 90 years after its completion is a testament to the superior design and quality of construction. Buildings

¹⁹ “Eight New Schools and Additions Involve Expenditure of \$1,734,161.” La Crosse Tribune, July 2, 1939. P5

D. Bibliography:

Works Cited:

American Institute of Architects. "The Standard Form of Agreement Between Owner and Architect." 29 April 1947.

Erickson, Emma (Chairman), et. al. A Guidebook For the Parents of Children who attend the La Crosse Public Schools. La Crosse Board of Education, La Crosse. April 1950.

La Crosse Tribune. 30 January 1938.
2 February 1938.
4 February 1938.
6 February 1938.
13 February 1938.
10 September 1938.
14 September 1938.
25 October 1938.
2 July 1939.
16 August 1939.
24 August 1939.
31 December 1939.
14 January 1940.
19 January 1940.
21 January 1940.
30 January 1940.
8 February 1940.
4 January 1955.
4 February 1955.
28 February 1955.
2 January 1983.
2 February 1983.
19 March 1983.
14 May 1983.
25 August 1983.
2 March 1988.
11 March 1988.
23 March 1988.
14 April 1988.
23 January 1992.
24 October 2008.
3 February 2024.
8 February 2024.

Rausch, Joan. *City of La Crosse, Wisconsin, Intensive Survey Report, Architectural and Historical Survey Report*. City of La Crosse, Wisconsin, July 1996.

Sanborn-Ferris Fire Insurance Company. New York: Sanborn Fire Insurance Company. Fire Insurance Maps for La Crosse, Wisconsin. 1939, 1954, located at the La Crosse Public Library Archives.

Steele, Fred E. "Agreement". Owner-Architect. 20 October 1938.

Historic photographs, archived at University of Wisconsin - La Crosse, Murphy Library Special collections and La Crosse Public Library Archives.

Web Sources:

La Crosse Property and GIS Data:
<https://experience.arcgis.com/>,
Web 01/20/26.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 2101 Campbell Rd.
AHI #238822. web, 2025.

E. Aerial Photo:

2101 Campbell Road

La Crosse, WI

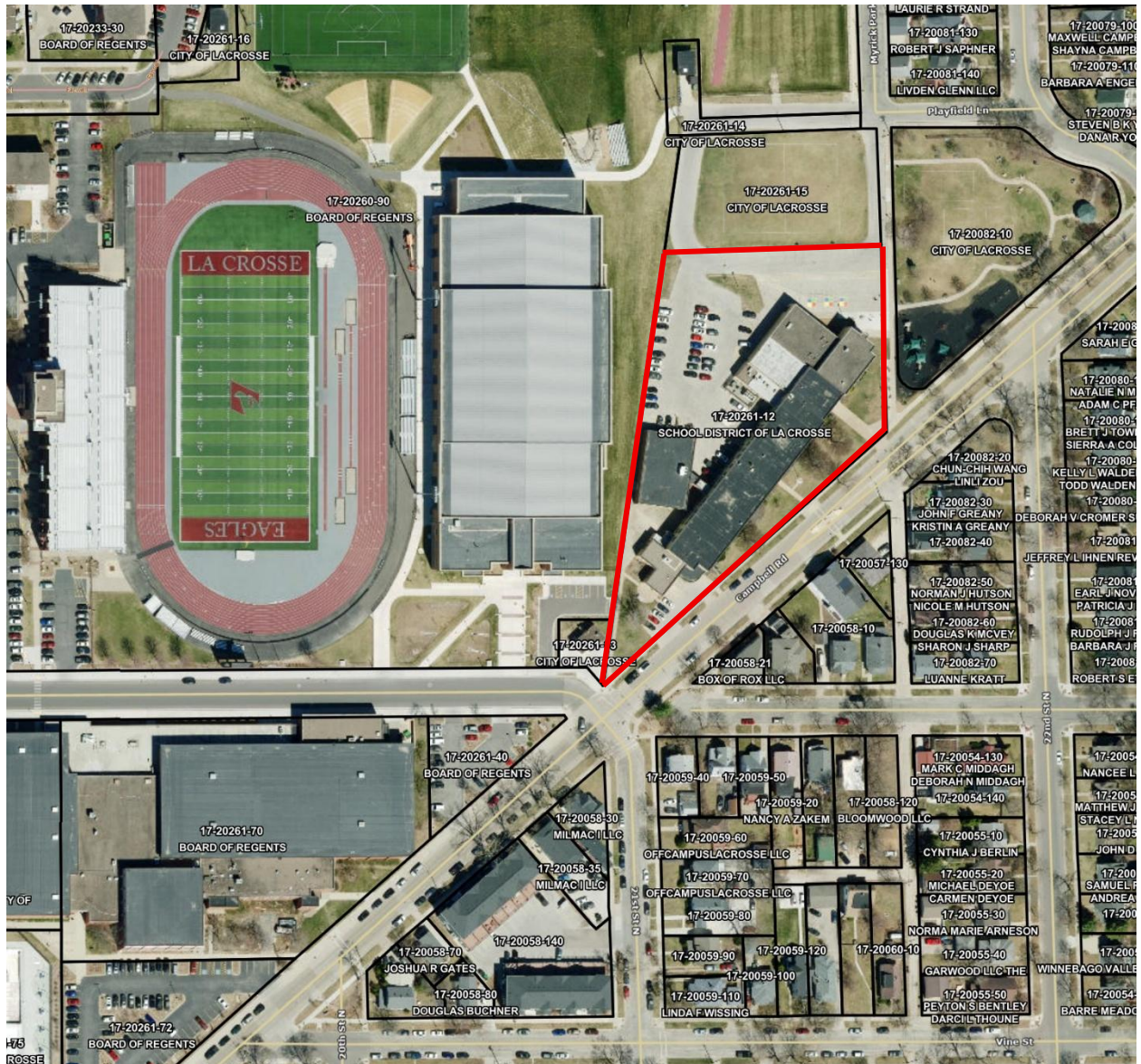


Figure 1 – 2024 aerial image of the site, County of La Crosse, WI.

F. Fire Insurance Maps:

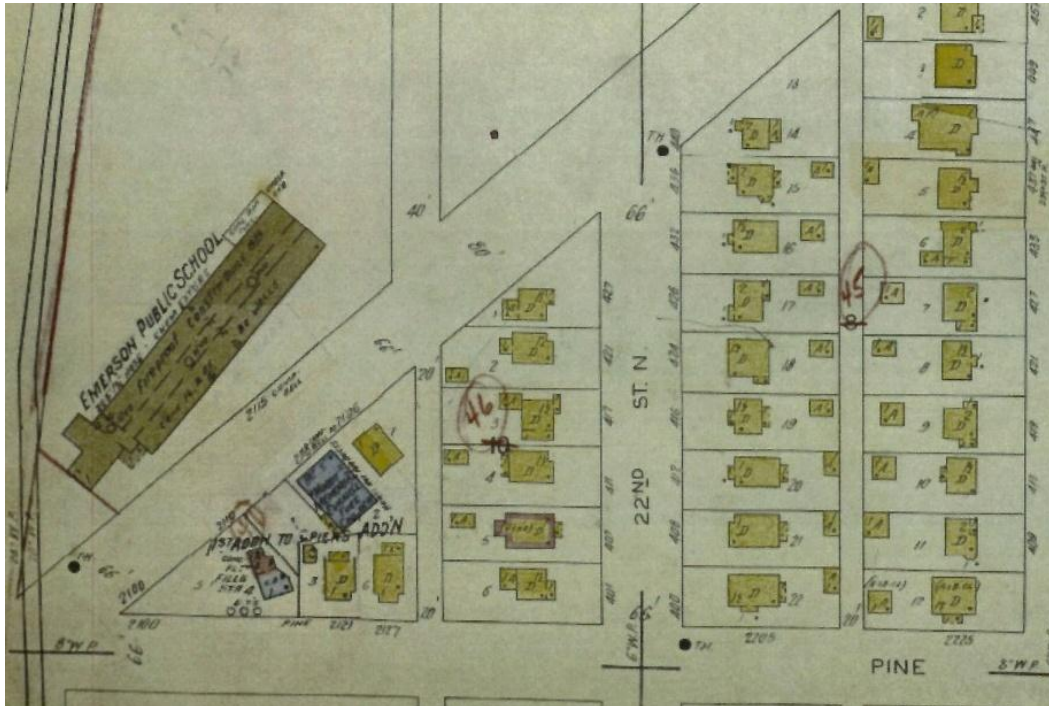


Figure 2 – 1939 Sanborn Fire Insurance Map, City of La Crosse, WI. (Original configuration) Courtesy of La Crosse Public Library Archives.

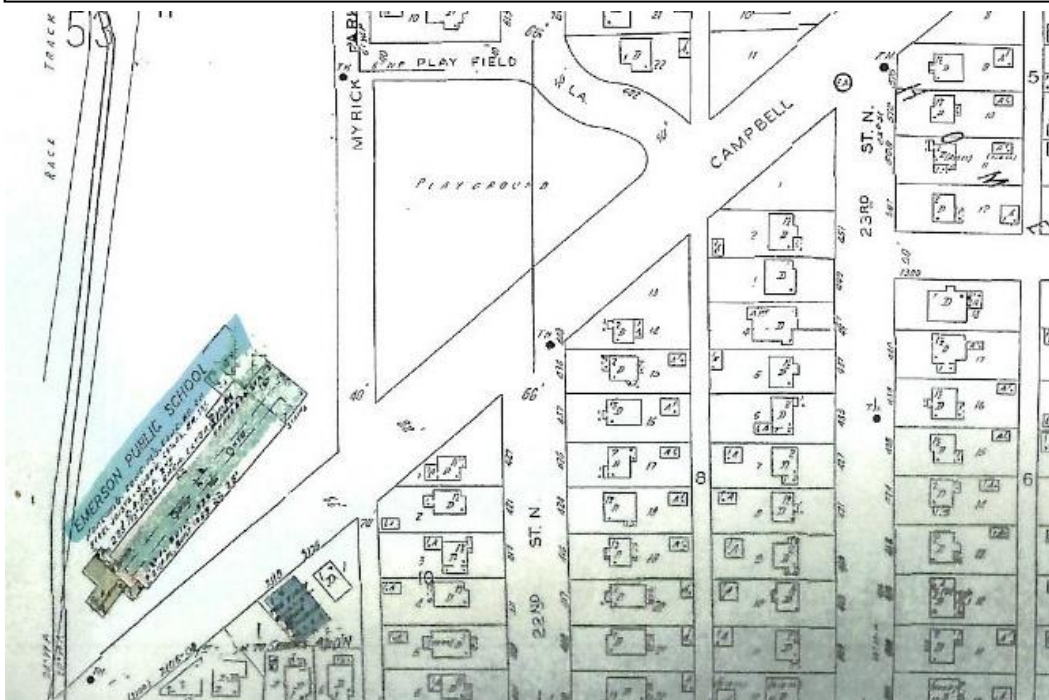


Figure 3 – 1954 Sanborn Fire Insurance Map, City of La Crosse, WI. (First north addition shown) Courtesy of La Crosse Public Library Archives.

G. Historic Building Photos:



Figure 4 – View looking west from Campbell Street. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 5 – View looking northwest at Emerson Orthopedic School Ca. 1946. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 6 – Second floor construction at Emerson Orthopedic School. Ca. 1956.
Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 7 – Second floor completed at Emerson Orthopedic School. Ca. 1956.
Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 8 – Back of Emerson Orthopedic School looking southeast. Ca. 1965. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 9 – New north addition at Emerson Orthopedic School looking west. Ca. 1992. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 10 – Main entry to Emerson Orthopedic School. Date unknown. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 11 – Hubbard Hydrotherapy Tank at Emerson Orthopedic School. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 12 – Treatment room at Emerson Orthopedic School. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 13 – First floor corridor at Emerson Orthopedic School. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 14 – Entry vestibule at Emerson Orthopedic School. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 15 – Drinking fountain at Emerson Orthopedic School. Ca. 1940. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.

G. Current Building Photos:

by Marcus Zettler



Figure 16 – View of southeast (front) façade of Emerson School. October 2025.



Figure 17 – View of center entry at southeast (front) façade of Emerson School. October 2025.



Figure 18 – View of the modern main entry at the southwest corner of Emerson School. October 2025.



Figure 19 – Main entry and southwest façade looking northeast at Emerson School. October 2025.



Figure 20 – View of the southwest façade at Emerson School. October 2025.



Figure 21 – View of the northwest (back) façade at Emerson School. Looking south at the gym and classroom additions. October 2025.



Figure 22 – View of the northeast façade of Emerson School. February 2026.



Figure 23 – View of the original main entry at Emerson School. October 2025.



SCHOOL DISTRICT OF LA CROSSE

2405 Travis Street • La Crosse, WI 54601 • 608.789.7628 • Fax: 608.789.7604

Dear Heritage Preservation Commission,

The School District of La Crosse is registering opposition to the historic landmark designation for Emerson Elementary. While the building is old, the programs it housed were not unique, or even a first in La Crosse. The building no longer represents the function it once had and association with the Public Works Administration is insufficient for historic landmark designation.

Emerson Elementary was one of 11 orthopedic schools built across the state of Wisconsin and one of many in the country, and became a common occurrence throughout the first half of the 19th century. In La Crosse, the Emerson location was not even the first site of the orthopedic program, it was originally housed at the Washburn School. The building itself is unremarkable. It is described in the nomination as "typical of the period", "starkness of ornament", and with the additions, exhibiting "a watered down appearance."

The nomination indicates "the historic merit of the building is nested in its function." However, those very programmatic functions are no longer present or visible. The therapy pools, the grab bars, and the circulation paths are gone. The one external feature that made the building special was its one story design. With the second story addition in 1955 and the stairs that were added, even that feature is gone. The physical characteristics that made the building and programming significant are no longer present, and have not been for 71 years.

Finally, the nomination identifies an association with the 1930s Public Works Administration. If this were sufficient for historic landmark status, then other structures in the City, also built with these funds would be historic as well. Yet the Cass Street Bridge and the shelter at Granddad's Bluff, built with Public Works Administration funds, and certainly more iconic for the City, are not identified as historic.

I know your purpose as a commission is to determine *if* something is historic, not if it *should* be. So I won't get into my concerns about economic development, stifling community input, neighborhood revitalization, or the capricious and random nature of this process. I have expressed those concerns to the City in the past, and will again if need be.

In summary, as it relates to Emerson being a historic landmark - the orthopedic program did not begin at Emerson, the program was not significant but common, the building does not exhibit any of the basic features that once made it unique, and it is clear that association with the Public Works Administration is not sufficient to be a historic landmark. Thank you for your consideration.

Sincerely,

Aaron J. J. Engel, Ph.D.
Superintendent

NOTICE OF HEARING ON DESIGNATION OF HISTORIC STRUCTURE OR SITE

TO: **School District of La Crosse
C/O Dr. Aaron Engel
2405 Travis Street
La Crosse, WI 54601**

NOTICE IS HEREBY GIVEN that the Heritage Preservation Commission of the City of La Crosse will hold a public hearing to consider the proposed designation of your property located at **2001/2101 Campbell Road, La Crosse, WI, 54601**, as a historic structure or site. Such public hearing will be held at **6:00PM** on **Thursday, April 23, 2026**, in the **Council Chambers** in City Hall, 400 La Crosse Street, La Crosse, Wisconsin.

YOU ARE FURTHER NOTIFIED that any person interested may be heard for or against such proposed designation, and may appear in person, by agent or attorney or may file a written objection or written letter of support in the Office of the City Clerk, City Hall, La Crosse, Wisconsin 54601. In addition, 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.

Such proposed designation would mean that you could be precluded from demolishing all or part of the exterior of a historic structure, historic site, or structure or contributing building in a historic district without first receiving a Certificate of Appropriateness for Demolition from the Heritage Preservation Commission.

This notice is given pursuant to Section 20.54 of the City of La Crosse Code of Ordinances.

Dated this 27th day of March 2026.

HERITAGE PRESERVATION COMMISSION

By: 

Tom Acklin, Deputy Director

cc: Mayor
Redevelopment Authority
Park & Recreation Department
Fire Prevention and Building Safety Department
Planning Department
City Clerk
Common Council.

NOTICE OF HEARING
BEFORE THE HERITAGE PRESERVATION COMMISSION

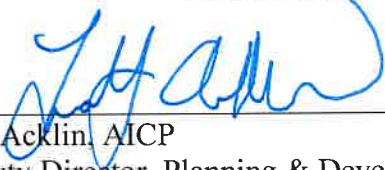
NOTICE IS HEREBY GIVEN that the Historic Preservation Commission of the City of La Crosse will consider designation of the following property:

<u>NAME OF PROPERTY</u>	<u>LOCATION</u>
EMERSON ELEMENTARY (HILLVIEW ORTHOPEDIC SCHOOL)	2001/2101 CAMPBELL RD

Such hearing will be held in the Council Chambers of City Hall on **Thursday, April 23, 2026**, at **6:00pm**. and will be open to the public. All persons affected by such designation may appear and testify for or against such application pursuant to City Ordinance 20.54.

Dated this March 27, 2026

HERITAGE PRESERVATION COMMISSION

By: 

Tim Acklin, AICP
Deputy Director, Planning & Development

This meeting may be recessed into Closed Session pursuant to Wisconsin State Statutes Section 19.85(1)(a) to deliberate its decision.

Rick Willenberg <rickwillenberg@icloud.com>
To: Acklin, Tim
Cc: Laura Godden; Marcus Zettler; Brad Williams
You replied to this message on 3/25/2026 12:40 PM.

*** CAUTION: This email originated from an external sender. DO NOT click links or open attachments unless you recognize the sender and know the content is safe. ***

Tim: Good morning. We are interested in the current proposed historic designation for Emerson Elementary prepared by Marcus Zettler(PAL). We fully support his proposal to the HPC and have attached pictures of items that we feel support this historical designation. In the 1950s, both my wife and I attended Emerson and knew some individuals in the pictures. Also, her mom, Mrs. Cameron was a first grade teacher from the Emerson early years. We understand that no decisions will be made at the HPC Emerson tour meeting Tuesday 3/24/2026 at 5 PM. But, assume a decision will be made at the HPC monthly meeting to be scheduled Thursday 3/26/2026 at 6 PM. We would like to share details and our support for the Emerson Elementary Historic Designation by Zoom or phone 312/626-6799
Thank you, Rick and Nancie Willenberg LaCrosse residents in the Crowley addition.

Grandview-Emerson Neighborhood Association GENA's Post



Grandview-Emerson Neighborhood Association GENA

December 2, 2016 · 🌐

...GUESS! What GENA school was originally built to accommodate physically disabled students with facilities for orthopedic work???

...IT'S TRUE! Below is more of the AMAZING HISTORY of the original Ralph Waldo Emerson ORTHOPEDIC School - now known as Emerson Elementary!!!

Have you ever noticed the large painted portrait of Ralph Waldo Emerson near the center doors in Emerson Elementary (pictured here)? It was painted by local artist Margaret Anderson.

Here's a bit of history about Emerson Elementary and the story behind the artwork. In the late 1930s it was proposed to the La Crosse Board of Education that a new school should be built to better serve the community. It should be a school that would also accommodate physically disabled students, and the school would have facilities for orthopedic work.

Superintendent G.M. Wiley at the time had many community organizations working with the school board to make this a reality. The La Crosse Public Library archives listed 11 community organizations that Wiley paid tribute to at the 1940 Open House for the pioneering work they did on behalf of the new orthopedic school.

Dr. Alf Gundersen, a member of the school board at this time, expressed the hope that "crippled children will not increase in numbers in the community" and he was "hopeful that the medical professions and scientists will develop a means of making children immune from paralysis.". You see back in the 1930s and 40s there was a huge polio epidemic in the U.S. which often led to paralysis. Many students were in need of physical therapy and many were wheel chair bound.

In 1940 the School District of La Crosse opened Ralph Waldo Emerson Orthopedic School. The school serviced children needing orthopedic work as well as education instruction for the first three elementary grades. It was a one story structure, but constructed so another story could be added in the future.

A young boy at that time, Terry Witzke recalls attending Emerson Orthopedic School. He attended the primary grades with Principal Miss Oltman. He remembers the polio epidemic in La Crosse which left many children paralyzed. In fact, he recalls his mother would not let him swim in Memorial Pool because she was afraid he would acquire polio.

In 1956 a second story and an addition were added to the school which provided 12 more classrooms, a multi-purpose room, kitchen, and dining room. Nearby Washington School (located at 15th & Vine Streets (where the current UW-L Fine Arts building stands) would close, and more students would attend Emerson Elementary.

With the discovery and use of the polio vaccine in the late 1950s/60s, polio was pretty much eradicated and fewer children were left paralyzed by the disease.



In the 1930s and 40s there'd been a polio epidemic in the U.S. which often led to paralysis. Many students were in need of physical therapy, and many were wheelchair bound. The Ralph Waldo Emerson Orthopedic School was created to provide for them. (The 1952 UW-La Crosse photo below is of students Lorna Burkhalter, Staffy Loveland, Richard Kerska, and Mavis Johnson during a fire-prevention lesson.) Eventually vaccines were developed and starting in 1955 mass vaccination dramatically reduced the number of victims, such that Emerson became a regular public school. Today it faces closure along with Spence, pending the outcome of a November referendum. If passed, they would be replaced by a new school built at the site of the Hogan Administrative Center on East Avenue.

**Owing to a Polio Epidemic,
Emerson Elementary Opened in 1940 as
the Ralph Waldo Emerson ORTHOPEDIC School.
*Do You Remember Getting Vaccinated?***



 Brian Shanley · May 31, 2020 · 

A La Crosse Tribune clip from 1958. Richard Kerska was one of my teachers at WWTC and right next to him is my mom.



SOMETHING NEW IN THE STATE—La Crosse is the only city in the state giving instrumental instruction to physically handicapped pupils on the elementary school level. These 10 physically handicapped pupils of Emerson Orthopedic School, playing with other Emerson pupils, put on the old Washington School band uniforms last week to play for their PTA meeting. In the first row from the left are: Richard Kerska, Dorothy Woefel, Robert Poff, Michael Hall and Mary Lynn Halverson; in the second row, Russell Storaad, Mary Jo Burke, Jean Lueck, Shirley Leak and Kathleen Stokes.—Tribune Photo.

Eight New Schools And Additions Involve Expenditure Of \$1,734,161

Six Projects Require PWA Assistance

Eight new school buildings and additions—five for the city's extensive public educational system, one for the State Teachers' college and two for parochial institutions—totaling approximately \$1,734,161 are in varied stages of construction in La Crosse at the present time.

Only two of the projects—both additions to general buildings in the Catholic educational system—are to be completed prior to the opening of school in September, while the others will be finished late in 1939 and early in 1940.

Six of the projects, those for the city and state, are larger and involve grants of federal, government funds under the Public Works administration. Without such assistance, which represents 45 per cent of the total cost, it is doubtful if the city and state would have undertaken the extensive building program at this time.

City School Projects

The city projects are the new Longfellow Junior high school at 300 and Danton streets, Hillview combination kindergarten and elementary school immediately east of the Inter-State Fair grounds, Roosevelt school addition at Wood and Hayes streets, Logan high school addition at Logan and Arvon streets, and Vocational school addition at 4th and Vine streets—a total of \$1,305,181. Of this amount the PWA has contributed about \$384,815.

The new training school at 18th and State streets for the La Crosse State Teachers' college will cost about \$125,000 when completed. The PWA share of this total is approximately \$104,250.

The other projects are a \$175,000 addition to Aquinas high school at 11th and Common avenue and a \$25,000 addition to Holy Trinity school at 12th and First avenues.

The Aquinas and Holy Trinity projects are to be completed by Aug. 31, while the college training school will not be done until about Nov. 18. The Longfellow Junior high school will be finished about Feb. 15, Roosevelt addition, Oct. 25, Hillview school, Nov. 15, and Vocational addition, Oct. 5.

Employ 324 Men

It is estimated there are about 350 men employed on the eight projects at the present time, with approximately \$100,000 in pay being on the city and state books. Most of the trades are represented on the projects now at the construction work program.

All six of the city and state projects were started late in 1938, just pending under the wire before the deadline set by the federal government. The first work on all six projects involved excavations for basements. The previous projects were started early this year.

The Longfellow Junior high school is a large two-story structure, built in a V-formation with an auditorium and gymnasium in the form of a T extending from the junction point of the main building.

The Danton street side of the building, where the basement at ground level is entirely above the level of the ground, is to be used for the Junior high division. The manual training department will be on the ground floor. Class rooms will be on the first and second floors.

On the 18th street side of the building will be the elementary department, with class rooms on all floors. The auditorium, which will have a seating capacity of about 750 persons, faces the rear of the T in the rear of the building, while the large gymnasium forms the wing at the upper end. The gymnasium will have seating space so that it can be divided into two large rooms for expanded education instruction programs.

Orthopedic School

The Hillview school is rectangular in shape, with one of the long sides fronting on Campbell Road. It is to be of only one floor, it will have six classrooms for both orthopedic and elementary groups.



All eight of the new La Crosse school buildings are shown in the above pictures. At the top is the Longfellow Junior high school. The second shows the Vocational school addition, left, and the Logan high school gymnasium-auditorium addition. The third row shows the Aquinas high school addition, left, and the Teachers' college training school. The fourth row shows the Hillview kindergarten-elementary school, left, and the Roosevelt school addition. At the right is the Holy Trinity school addition.

In the western end of the building there will be several other rooms devoted entirely to orthopedic work. These will include an office for the physiotherapist, a physiotherapy treatment and exercise room, X-ray room, hydrotherapy room with a hydrobath, and a shower bath. There also will be a large rest room.

Four of the six class rooms are to be equipped with fixtures, while each of the rooms will have orthopedic doors so that they can be divided into class and play or rest rooms. They will be a kitchen.

The Roosevelt school addition, which is of two stories, will have four classrooms, two on each floor, relieving a congested condition that has existed for some time in the main building.

The Logan high school project involves the construction of a large building housing an auditorium,

a gymnasium and five class-rooms. It is being erected immediately south of the main building. The building is to be connected. The auditorium will have a seating capacity of about 600 persons. The school project also is of two stories.

The Vocational school addition is of three stories, being approximately north and adjoining the old building. There will be offices as well as classrooms on the first floor while classrooms will be on the second and third floors. In this addition is an auditorium having a seating capacity of about 1,200 persons.

College Training School

The college training school consists of a main building for about 25 offices and classrooms, as well as two wings. The Vine street wing will house the auditorium, while the State street wing will be the gymnasium. The building has two floors, with a basement.

The Aquinas high school addition, built on the top of the old building, is of three stories. The first and second floors will house a large gymnasium, while on the third floor will be a chapel having a seating capacity of 600 persons and three classrooms. The recreation auditorium-gymnasium on the present building is being reconstructed exclusively for the auditorium purposes.

The Holy Trinity addition also is of two floors, with a full basement. It has four classrooms, two on each floor.

All eight of the schools are of brick construction, although the Roosevelt addition will have a granite main section, so it will conform with the old structure. All are fire-proof.

The five city school projects as well as the college training school are under the supervision of Paul Bennett, resident engineer in charge for the PWA.

Furnish Tennesses

would be doing much to solve

the employment manager employ-

NEGROES DIE IN CHAIN



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0435

Agenda Date: 4/23/2026

Version: 1

Status: Agenda Ready

In Control: Heritage Preservation Commission

File Type: Application

Agenda Number: 3.



CITY OF LA CROSSE
HERITAGE PRESERVATION COMMISSION

Historic Landmark Nomination Form

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

GODDARD HOTEL

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

FRED ANTONNEAU APARTMENTS

3. Property Address: 1639 PROSPECT STREET

4. OWNERSHIP

- a. Owner(s): SDA PROSPECT ST PROPERTY, LLC
b. Street: 1126 27TH STREET S.
c. City, State, Zip Code: LA CROSSE, WI 54601 Phone: (414)369-2305
d. Email: sdapropertiesllc@gmail.com Parcel ID#: 17-10150-030

5. NOMINATED BY (If different):

- a. Name: PRESERVATION ALLIANCE OF LA CROSSE (PAL)
b. Street: 1353 CALEDONIA STREET
c. City, State, Zip Code: LA CROSSE, WI 54603 Phone: (608)784-1976
d. Email: preservationalliance@gmail.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 Commercial
Military Scientific Educational Museum
Transportation Entertainment Park Government
X Private Residence(s) Other

Condition:

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

Has the property been nominated previously? Yes No

When? _____

What was the outcome? _____

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

When? _____

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. Signature of the property owner assures the Heritage Preservation Commission that designation and installation of a plaque are supported.

 Signature of Property Owner _____
Date

Marcus J. Zettler - PRESIDENT, PRESERVATION ALLIANCE OF LA CROSSE (PAL) 4-1-2026
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.

A. Property Description:

By Marcus Zettler, Preservation Architect
On behalf of the Preservation Alliance
of La Crosse

Property Overview:

Current Name: Fred Antonneau Apartments
Historic Name: Goddard Hotel
Address: 1639 Prospect Street, La Crosse,
Wisconsin

Building Description:

The Goddard Hotel is a two-story structure rising above grade on limestone foundations with wood framed exterior walls veneered with local orange brick. The Wisconsin Historical Society lists the style as "Other Vernacular" however, the building has many characteristics of Victorian detailing. The structure was originally a rectangle running east-west with a tower at the southeast corner. An addition added a wing running north-south only a few years after the original building was completed. The building fronts on Prospect Street and the "L" shape of the building does not hold the corner with Rublee Street. This may be a result of the rail line that once ran immediately north of the building, parallel with Rublee Street. There is a shallow parking lot off the alley on the west side of the property. When the hotel was converted to apartments, entrances were added on all four sides of the building.

The original building has a simple rectangular massing running east-west with a hip roof. The tower on the southeast corner had a two-part roof structure, the lower roof was a simple hipped shape separated from the upper cupola by a cornice. The cupola had a triple curve that ended in a finial. Each side of the cupola had an

elliptical dormer that appears to have been used for ventilation. Only the lower portion of the tower roof remains today with a simple low-slope gable covering the cupola area. The north wing was added soon after the original hotel and had similar detailing to the main building. This part of the building has a hip roof running north-south with a gable roughly two-thirds of the way down the east façade and another gable centered on the north face of the roof. There are wood shingles and trim in these gables. The current roof is composed of red barn-metal, but originally the roof appears to have been sawn wood shingles. There was once a full length one-story porch across the front of the building. This porch is no longer extant and has been replaced with individual concrete steps and a small gable roof over each entry door on the east facade. This detail has been mimicked on the south facade.

The composition of the east façade has the tower on the south portion. This tower once had a group of three windows centered in the façade at both the first and second floors with a basement window centered below. Today, the middle window has been filled in with brick and a newer window opening has been created to the north (right) of the original window group. The window openings all have segmental arch tops and limestone lug sills below. With the exception of the two modified window openings, the others appear to be unchanged. The soffit, friezeboard and fascia at the roof line appear to closely resemble the original configuration. As mentioned above, the shingle roof has been replaced with a standing seam metal roof. The main part of the façade is stepped back slightly (less than 2') from the tower. It once featured a pair of doors entering into the hotel immediately north of the tower.

The double doors were removed and replaced with a single door and a window similar to the windows on the tower. Next to the window is a small addition clad in vinyl siding. This lean-to addition covers what appears to be an original basement door. There is a clear line in the brick at the edge of this doorway, that is the junction between the original building and the north addition. The rest of the first floor has two windows, an entry door and two more windows. Based on a historic photo, there were originally three windows on this part of the first floor. The middle window was converted into a door and two additional windows were added on each side of the door. It should be noted that these changes were made many years ago presumably when the building was converted from a hotel into apartments. The second-floor windows have limestone sills and are capped by the friezeboard just below the roof overhang. The window openings on this level appear to still be in their original configuration. The windows on the first and second floors are all somewhat modern double-hung windows. The original windows were one-over-one double-hung units.

The north façade faces Rublee Street. The north wing has two windows on the first floor and two windows on the second-floor aligned above the first-floor windows. This part of the façade is symmetrical with the gable above. The gable has the same trim and wood shingles as the east-facing gable, but has what was either a window or attic vent located in the center of the composition. The main portion of the façade has a door where the north wing meets the original structure and then three windows to the west. The final section of this façade has a one-story addition with a shed roof. This appears to have been heavily

modified over time. While the massing matched what is depicted on the 1906 Sanborn Map, the row of short double-hung windows and wood siding look more modern, possibly mid-century. The second-floor has a modern wood deck with a metal railing. A stair rises at a 45-degree angle meeting at the joint of the two building wings. There is a door in near the corner closely flanked by a pair of windows, then two individual punched windows and another door flanked closely by two more windows. All of these windows match the detailing of the east façade. The brick and masonry openings appear to have had minimal changes over the years with the exception of adding additional doors during the apartment conversion.

The west façade has similar details to the north façade. In order of south to north, the first floor has two single double-hung windows, a door, another window, a door and another window. The doors have wood stoops with metal railings similar to the second-floor deck. The second floor has a door close to the corner, three equally spaced windows and another door on the north end of the composition. The same second floor deck wraps around this side of the building to give access to the doors. It should be noted that the roof slopes appear to be equal on both wings of the building and the original building was wider than the north wing since the roof ridge is substantially higher. The west façade of the original hotel has a single window on the first floor. There is lighter colored mortar around this window which indicates either some masonry repointing was done, or this opening was modified, possibly removing a door. The second floor has two windows that are slightly offset from center.

The south façade has had window modification on the tower similar to the east facade. The trio of windows has been reduced to two on both floors. On the first floor the third window has been converted into a door while on the second floor the third window has been shifted to the west. The other two windows have been boarded over. The first-floor there has a pair of windows, two single windows, a pair of windows, a door and then another pair of windows. The windows all appear to be in their original locations, only the two doors were added. The second floor has a single window after the tower, then two closely spaced windows, a large gap and a pair of windows. The detailing on this façade matches the other sides of the building.

The interior was not accessible at the time of this nomination. Photos on various apartment renting websites showed that some of the original trim may still be extant.

Overall, the historic integrity of the original building is fair. The exterior masonry is in good condition at most locations. The building was once painted and had the paint removed. The modern windows are in poor condition, but most of the masonry openings appear to be unaltered. The gables retain a high degree of historic integrity as does the frieze, soffit and fascia. The roof appears to have the same configuration, but the shingles have been switched to metal roofing. The largest changes to the exterior have been the removal of the cupola, removal of the front porch, creation of additional entry doors for the apartment units and the creation of the stoops/decks for access around the building. The massing still reads as when the building was a hotel. The small lean-to on the east part of the building is not

sympathetic to the style of the building and the one-story addition at the northwest corner of the building was added during the period of significance, but has been heavily modified in appearance.

One item that could use further investigation is the actual brick detailing on the east façade. The oldest known historic photo illustrates that there was what appears to be a course of dark colored brick at the window head course and another four courses above, matching the top of the segmental brick arches. This was a somewhat common detail in Victorian architecture, but not as common in the La Crosse area. The building also had painted signs on the front of the building. These details were lost when the brick was painted. The dark brick details could be accomplished a number of ways. One would be to simply paint the brick a darker color, another would be to install glazed brick and a third way would be to install different colored bricks. Since these details appear to have been completely lost, that would suggest that this detailing would have been accomplished either by painting, or by installing glazed brick. Chemical paint strippers will often remove brick glaze along with the paint.

B. Historical Analysis:

Building History:

The namesake of the hotel, Hiram Goddard was a wise businessman who came to La Crosse from Massachusetts in 1857.¹ He was one of La Crosse's lumber barons, owning the Hiram Goddard Lumber Company. He also bought up a number of farms, was a director of State Bank of La Crosse, an active member of the Black River Improvement Company and a trustee of the First Congregational Church.² This is someone who we might refer to as a venture capitalist today.

Mr. Goddard wanted a good quality hotel, but he knew the local market and did not have a luxury hotel designed. He hired notable La Crosse architect William Parker for the project. The hotel was designed to be well proportioned with just enough architectural interest to make a statement about the quality of the structure without being overly exuberant. This was to be a railroad hotel for the north side of La Crosse. The luxury hotels were located close to downtown. If you think about it in modern terms, it would be like a nice, clean hotel close to I-90 (today's equivalent to the railroad) versus a luxury hotel downtown like the Charmant. The brick veneer on the hotel put it a few notches above other lower-quality hotels in the vicinity.

The laying of the stone foundation walls for the Goddard Hotel commenced during the first week of July 1888.³ The boiler was constructed

by Franklin Iron Works of La Crosse and was in progress by September 1888.⁴ The plastering was nearing completion by mid-October.⁵ The hotel was completed on December 3, 1888 and turned over from the contractor (a Mr. Powers) to Hiram Goddard.⁶ The original hotel was a rectangle running east-west with a tower at the southeast corner. It may have had a porch on the east façade from the beginning. The oldest known photo of the hotel was taken after the north wing was added, but there is a clear differentiation in the porch where the original building meets the new addition. The approximate cost was stated to be \$3,500.⁷ Three years later (1891) the addition was added at a stated cost of \$2,000.⁸ A Tribune article looking back stated "A large porch is being built on the east side of the Goddard Hotel."⁹ This information was taken from the March 6, 1892 newspaper. This would indicate that although the main addition may have been completed in 1891, the porch was not completed until the following year.

This building was not located on the north side by chance. Significant economic events were in progress years before the hotel was planned by Hiram Goddard. This was first and foremost a railroad hotel. This was once a very common building type across the country. The Chicago, Burlington and Northern Railroad opened for business in La Crosse in 1886. They had an extensive campus of buildings including a

¹ Tatarek, Judith. "The Goddard Hotel also known as The C.B. & Q. Hotel." May 3, 1983. Research Paper.

² "Hiram Goddard Dies Suddenly." La Crosse Tribune. June 6, 1910. P1

³ La Crosse Chronicle. July. 7, 1888. P3

⁴ La Crosse News. Sept. 1, 1888. P5

⁵ La Crosse Chronicle. Oct. 11, 1888. P3

⁶ Ibid. Dec. 4, 1888 P3

⁷ La Crosse Republican and Leader. Dec. 31, 1888. P1

⁸ La Crosse Republican and Leader. Dec. 31, 1891. P4

⁹ "Thirty Years Ago Today." La Crosse Tribune. March 6, 1922. P3

roundhouse and various car shops.¹⁰ The 1906 Sanborn Map illustrates that there was a rail spur that ran across the north side of the hotel between the yard and Rublee Street to the north. The hotel was situated on two full lots and a partial lot at the corner of Prospect and Rublee Streets, just a few blocks from the depot. However, it was not just a single railroad that made this location so important. The area became known as “Grand Crossing” because of the intersection of multiple major rail lines. “Four important railroads intersected within the distance of 100 yards...”¹¹ The three major railroads that intersected at Grand Crossing were the above mentioned Chicago, Burlington and Northern that later became the Chicago, Burlington & Quincy (today known as the Burlington Northern Santa Fe BNSF), the Chicago Northwestern, and the Milwaukee Road later acquired by the Soo Line (today owned by the Canadian Pacific). The yards of the Burlington brought many good jobs to the neighborhood. Tatarek noted that there were already two hotels, the Union House at 1915 Prospect Street and the Burlington House at 1813 Onalaska Street in the area when the Goddard opened. The clubhouse for the Burlington was also completed in 1887.¹² The clubhouse is used as the Harry J. Olson Senior Center today. It has been heavily modified over time, having served as a church before eventually becoming a community center.

The Goddard Hotel is intricately tied to the railroads and as the fortunes of the railroads rose and then fell, so too the status of the hotel. The hotel was also known as the C.B. & Q. Hotel

¹⁰ Tatarek, Judith. “The Goddard Hotel also known as The C.B. & Q. Hotel.” May 3, 1983. Research Paper.

¹¹ Ibid. P2 of 8

¹² Ibid. P2 of 8

by 1900¹³ with rates of \$1.00 per day.¹⁴ Tatarek’s interview with Frank Haydyn, a former C.B & Q. employee, documented that “the railroad men stayed there most in the fall of the year when extra trains were put on for the stock rush and the grain and potatoes coming from the Dakotas to Chicago.”¹⁵

H. Goddard retained ownership until at least 1905 when C. F. Findeisen was listed as the new owner of the hotel in a newspaper article.¹⁶ Ownership changed multiple times over the next few years until Hiram Goddard foreclosed on the hotel on Christmas Day 1909. Sheriff William Duncan took possession of the property and the foreclosure proceedings were scheduled to be held on Feb. 7, 1910. Mr. Goddard had a claim of \$2,435.30.¹⁷ Mr. Goddard passed away in June 1910 only months after the property was sold to Barney Olson. Olson retained the building until 1916 and then there were a number of short-lived ownerships of the property. Olson then purchases the property back in 1919 through a Sheriff’s Sale for \$7,000.¹⁸ Olson is a significant owner of the property because he was at the helm when the property was transitioned from a hotel to apartments. The 1922 city directory lists the property as vacant. The 1924 directory then has the building renamed as the “Willard Hotel” and renters begin to be listed in the following directories. The new name only appears in one directory, but a November 18, 1916 ad in the *La*

¹³ Ibid. P3 of 8

¹⁴ Ad. La Crosse Argus. Apr. 7, 1900.

¹⁵ Tatarek, Judith. “The Goddard Hotel also known as The C.B. & Q. Hotel.” May 3, 1983. P4 of 8

¹⁶ La Crosse Tribune. Feb. 7, 1905 P5

¹⁷ “HI Forecloses on Ry. Hotel.” La Crosse Tribune. Dec. 25, 1909. P8

¹⁸ Ibid. P5 of 8

Crosse Tribune also refers to the building as the Willard Hotel.

The hotel had a string of bad luck under Mr. Olson's tenure. There was a chimney fire that spread to the roof on February 27, 1911.¹⁹ A passing train on the adjacent railroad track threw sparks that ignited the roof again on May 18, 1913.²⁰ A third fire did more damage than the first two. This one apparently was started by arson. A broken window to the basement was discovered. The fire was started in the basement, traveled through the walls into the attic of the building. Once in the attic the fire spread.²¹ It should be noted that this appears to have happened when the building was vacant. It is unknown if this fire damaged the tower roof. In the following year, the damages were reported at \$4,232 which was quite a sum of money for the time.²²

Barney Olson passed away February 22, 1930 after being hit by a car. In addition to owning the hotel he was a County Supervisor who championed the project to create a second causeway connecting north and south La Crosse.²³ There was a succession of other owners over the years. An ad in the April 26, 1934 *Tribune* stated that a "4-Room, all modern, heated apartment, \$15." and lists the apartment name as the Elm Grove Apartments.²⁴ Another ad in the November 28,

1952 *Tribune* lists these apartments at \$48.²⁵ The city directories didn't start using the name "Elm Grove Apartments" until 1953 and listed the property had 13 units. The directories continued to list it as the Elm Grove Apartments until 1986 when the name changed to the Miller Apartments. The *Tribune* lists a property transfer from Margaret E. Miller to Fred J. Antonneau on January 3, 1987. The city directories go back and forth with the name of the property being the Miller Apartments and the Antonneau Apartments.

Changes to the building after the railroad hotel era began under Barney Olson. The hotel was converted into apartments in the early 1920s. At the building's zenith as a hotel there were estimated to be thirty guest rooms. The apartment conversion began by creating eight apartment units with four more being completed just after Olson's passing.²⁶ The front porch was still extant into the early 1930s. New doorways were added as the building was converted to apartments including the two on the south façade.²⁷ The 1949 Sanborn Map illustrates a two-story wood porch on the west side of the property. It appears that this provided access to the apartment units located in the north wing of the building. Sometime around 1930 Julius Zander became involved with the property. During this period, the front porch was removed and two new doors were added to the east side of the building. It appears that this is when the window and door openings were modified on the east side of the

¹⁹ "Fire in Old Goddard Hotel." *La Crosse Tribune*. Feb. 28, 1911. P4

²⁰ "Sparks Fire Roof." *La Crosse Tribune*. May 19, 1913. P4

²¹ "Fire Damages Willard Hotel on North Side." *La Crosse Tribune*. March 19, 1924. P1

²² "Fire Losses in 1924 Fall Below Total of 1923." *La Crosse Tribune*. March 1, 1925. P7

²³ "Barney Olsen, Ex-Supervisor Dies Saturday." *La Crosse Tribune*. Feb. 23, 1930. P6

²⁴ Ad. *La Crosse Tribune*. April 26, 1934. P19

²⁵ Ad. *La Crosse Tribune*. Nov. 28, 1952. P13

²⁶ Tamarek, Judith. "The Goddard Hotel also known as The C.B. & Q. Hotel." May 3, 1983. P7 of 8

²⁷ *Ibid*. P7 of 8

building. The cupola on the tower was removed around 1938.²⁸

It is unknown when the building was painted, but there is a photo illustrating that at one point the building was painted a light color, supposedly pink. Mrs. Miller purchased the property in 1963 and had the building sandblasted to remove the paint from the brick.²⁹ It is unknown how aggressive the sandblasting was, but it removed the paint and the old ghost signs that were once underneath the paint.

There have been various outbuildings on the site over time, but none that are extant are deemed to be historically significant to the property.

The building has a long, important history to the City of La Crosse. It has stood the test of time and has remained a residential building for almost 140 years. Although some of its more ornate details are gone, the vast majority of the building's exterior retains a high degree of historic integrity. The entire hotel building with the exception of the lean-to addition on the east façade should be considered as contributing. Outbuildings on the site are not considered contributing structures.

²⁸ Ibid. P8 of 8

²⁹ Ibid. P8 of 8

C. Additional Information:

Statement of Significance:

1. *The structure 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.*

The Goddard Hotel is significant in its contribution to the railroad history of La Crosse. Once a very common building type across the United States, most railroad hotels were replaced by motels and other lodging establishments centered around automobile travel. Most of the other railroad hotels in La Crosse met the wrecking ball decades ago. Below is a list of many of the hotels associated with the railroads in La Crosse:

- Goddard Hotel** – Prospect & Rublee (Extant, high historic integrity)
- Cameron House – 2nd & Vine (Demolished) This was perhaps the grandest of all hotels in La Crosse.
- Norsk Hotel – 2nd & Vine (Demolished)
- Milwaukee House – 2nd & Vine (Demolished)
- Canada House – 2nd & Vine (Demolished)
- Germania House – 2nd & Vine (Demolished)
- Northwestern Hotel – 3rd & Vine (Demolished)
- Fay Hotel – 4th & Vine (Demolished)

- La Crosse Hotel/Park Hotel** – 3rd & State (Extant, missing third floor, heavily altered)
- State Street House – State St. behind La Crosse Hotel (Demolished)
- Hotel Law – 2nd & Pearl (Demolished)
- Hotel Bronson** – 2nd & Pearl (Extant, home of The Pearl Ice Cream Parlor)
- American House** – 2nd & Pearl (Extant, home of Buzzard Billy's)
- Shooks Hotel – 2nd & Pearl (Demolished)
- Revere House – 2nd & Main (Demolished)
- Travellers Hotel – 2nd next to Revere House (Demolished)
- International Hotel – Front & Pearl (Demolished)
- Espersen Hotel/Hotel Grand** – 3rd & Pearl (Extant, missing third floor, heavily altered)
- European Hotel – 3rd & Jay (Demolished)
- Hotel – 3rd & Jay (Demolished)
- Nora House – 3rd & King (Demolished)
- Wisconsin House – 3rd & Jay (Demolished)
- Third Street House – 3rd & Cameron (Demolished)
- Tremont Hotel – Front & Pearl (Demolished)
- Mississippi House – Jay & Front (Demolished)
- Bellevue House – State & Front (Demolished)
- Minnesota House – State & Front (Demolished)
- Clyde House – Front between State & Vine (Demolished)

- Hotel Smith – Main & Front
(Demolished)
- Gateway City Hotel – Cass between 2nd
& 3rd (Demolished)
- Green Bay Hotel – 9th & Green Bay
(Demolished)
- Allen House – Copeland & Island
(Demolished)
- Hotel Foley – Copeland & Island
(Demolished)
- Winston House – Copeland & Gould
(Demolished)
- Hall House – Copeland & St. Andrews
(Demolished)
- Hotel – Copeland & St. Vincent
(Demolished)
- Exchange Hotel** – George & Gohres
(Extant, covered with stucco, heavily
altered)

It also appears that the two competitor hotels, the Union House and the Burlington House are no longer extant. Today there are houses on these respective properties.

This list is not exhaustive but utilizes Sanborn Fire Insurance Maps and City Directories calling out hotels near railroad lines. There were other hotels that were downtown away from the rail lines such as the Hotel Stoddard (Demolished), the Eagle Hotel (Extant on 5th Avenue) and the Hotel Linker with Annex (Extant on Main Street). Looking at how many of these hotel buildings have been demolished illustrates the rarity of the railroad hotel building type in La Crosse.

The Goddard Hotel fronts on Prospect Street to the east and the former railroad line to the north. Its location was selected due to the proximity of the C.B. & Q. Railyard. It was not a luxury hotel, but wasn't a slum hotel either. The stately two-story design with Victorian detailing was typical for a respectable hotel of that era. The tower created a whimsical statement to attract weary travelers who were arriving by passenger train. The hotel also served to house railroad employees during various times in its hotel era. The east façade featured a welcoming front porch. Although the porch is no longer extant, markings can be seen on the façade where it once was. The tower has had the cupola removed, but the base of the tower and lower roof are still extant.

The original orange La Crosse brick is still extant around the entire building along with the raised limestone foundation. Most of the segmental arched window openings have not been altered. Some windows have been converted into entry doors for the apartments, but this was done sympathetically to the original architecture. The main roof of the hotel has the same massing and configuration as it had when the 1891 addition was completed. Originally the hotel had a shingle roof, but the front porch had a metal roof. The entire building received a metal roof at some point after 1906. Possibly to reduce the risk of fire that was very common in buildings near

railroad tracks, especially on this building that has had multiple fires. The eaves still appear to have the original wood fascia, and the dormers still have wood trim and sawn wood shingles. The one-story porch at the northwest corner of the building is a historic part of the building as well, but the extant siding and windows are modern. The other windows and doors throughout the building are not original, but are sized appropriately to the historic masonry openings. It is the author's opinion that the entire building should be considered contributing except for the decks on the west and north sides of the structure and the modern lean-to addition on the east facade. The stoops and entries on the east and south sides of the building have gained significance over time since they have been in place for about 90 years. However, an argument could be made to remove them if the front porch were ever to be recreated.

2. *The structure 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 or La Crosse, the State of Wisconsin, or the United States.*

The Goddard Hotel was designed by local architect William H. Parker. Parker was one of the leading architects in La Crosse during the Victorian Age. He competed with the firm of Stoltze and Schick for the most prestigious

commissions in the area. He was born in New York state and graduated from Cornell University located at Ithica, NY.³⁰ After graduating he continued his study of architecture in Europe before working at architecture firms in New York.³¹ In 1876 he moved to Milwaukee and practiced there until setting up his practice in La Crosse in 1884. He remained in La Crosse until at least 1893 when he moved to Galesville, WI.³² His obituary stated that he purchased the Gale Farm in 1894 and moved there, possibly for health reasons. He also became an instructor of Chemistry and Physics at Gale College. He passed away from pneumonia at the presumed age of 44.³³ Rausch states that he was again listed in the 1899 City Directory. It is unknown if this was in error, or if Parker was planning to move back to La Crosse. It is interesting because Gustave Stoltze passed away the same year and Hugo Schick was looking for a new business partner. He eventually partnered with Andrew Roth.

Parker made significant contributions to the built environment in not only La Crosse, but across the entire state of Wisconsin. He is credited with the courthouse and the federal post office/courthouse in La Crosse. The date the courthouse in question was constructed was 1867, which does not

³⁰ Pen and Sunlight Sketches of the Principal Cities in Wisconsin. P202.

³¹ Obituary, La Crosse Chronicle. 12 Feb. 1899. P1.

³² Rausch, Joan. Intensive Survey Report. P62.

³³ Obituary, La Crosse Chronicle. 12 Feb. 1899. P1.

align with his time in La Crosse. What is more likely is that he designed a renovation or addition to the courthouse. For the post office, federal buildings were mostly designed by the Office of the Supervising Architect who oversaw hundreds, sometimes over a thousand architects and drafters. William Alfred Freret is given credit as the architect for La Crosse's post office. He held the Supervising Architect position from 1887-1888 and the La Crosse Post Office's design looks similar to some of his other works.³⁴ It is possible that a local architect was needed to carry out the day-to-day activities on-site where coordination with the construction crews and decisions about construction and finishes were made. When architects performed these services, it was referred to as being the "superintendent." Parker is also given credit for the "Fifth, Sixth and Tenth Ward School Houses, the Lienlokken Block (203 Fourth St. S.), three buildings for H. M. McGill [sic?](possibly the Magill Brothers Bank /Masonic Temple Building at 800-802 Rose St. and two others), the State Bank of La Crosse (311 Main St.), five prominent churches, the Government Boat House of Brooklyn Navy Yard, NY; Edwards House, this city, and many other prominent buildings here and also at Sparta, Banjo, Madison and Eau

Claire."³⁵ He is also credited with the First Presbyterian Church at 519 Ridge Avenue in Galesville, WI.

In addition to his large body of public, commercial and religious buildings, he also designed many prominent homes. Rausch lists Parker as the architect for the following:

- James Vincent House – 1024 Cass St.
 - Sam Anderson House – 410 14th St. S.
 - William Parker House – 416 14th St. S.
 - F. L. Easton – F. A. Copeland House – 1327 Cass St.
 - Henry Esperson House – 1414 Cass St.
- The Wisconsin Historical Society lists Parker as the architect for the Nellie and Nels Johnson House at 850 First Ave. S. in Wisconsin Rapids.

Throughout his career, Parker demonstrated skill and proficiency in designing well-proportioned buildings in various styles during the Victorian Era. From his grand Queen Anne homes to the balanced, sometimes whimsical facades of his commercial buildings, his buildings were a masterclass in visual interest. It is a shame that such a talented career was cut short.

The Goddard Hotel is most certainly representative of William Parker's body of work. It utilized the local masonry products closely associated with many of his other designs. The material palette closely matched the Magill Brothers Bank at 800-802 Rose Street. Local

³⁴ "William Alfred Freret." Wikipedia, February 2026.

³⁵Pen and Sunlight Sketches of the Principal Cities in Wisconsin. P202.

orange La Crosse Brick was used as well as locally harvested buff limestone. The windows on both buildings had segmental arched heads with limestone lug sills. The primary window unit for both buildings was one-over-one wood double-hung windows. He added interest to his designs by alternating window groupings. Many of the windows on the hotel are single punched openings, but he emphasized the tower with a group of three closely spaced windows on each of the two visible facades. The historic photo from circa 1909 illustrates something not common in La Crosse. There appears to be horizontal bands of black brick at the window head height for both the first floor and second floor. These lines are not visible today which would imply that the brick was either painted, or that a glazed brick was used. When the brick was painted and then stripped of the paint, the glaze was removed with the modern paint layer. The multi-chrome brick palate shows a level of sophistication that is rare in La Crosse. It is more common to see this detailing in buildings on the east side of Wisconsin.

In summary, this building is historically significant and should receive local historic landmark status. The building is one of the last extant examples of a railroad hotel in La Crosse, the most sophisticated example of a railroad hotel in the Grand Crossing neighborhood, and retains a high degree of historic integrity. Classic

Victorian design features are preserved, and the hand of William Parker is clearly evident. The building has maintained its usefulness for almost 140 years and has always been used for residential purposes, originally as a hotel and then as apartments. Joan Rausch states in the Intensive Survey Report "... the Goddard Hotel at 1639 Prospect Street (12-7) has retained sufficient historic integrity to be a historically significant representative of early hotels in La Crosse... The Goddard Hotel is historically significant for its association with the Grand Crossing railroad transportation center for the period it served the passengers and workmen of the railroad." P228.

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25 October 1916.
18 November 1916.
9 September 1918.
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6 March 1922.
1 March 1924.
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AHI #34806. web, 2026.

E. Aerial Photo:

1639 Prospect Street
La Crosse, WI

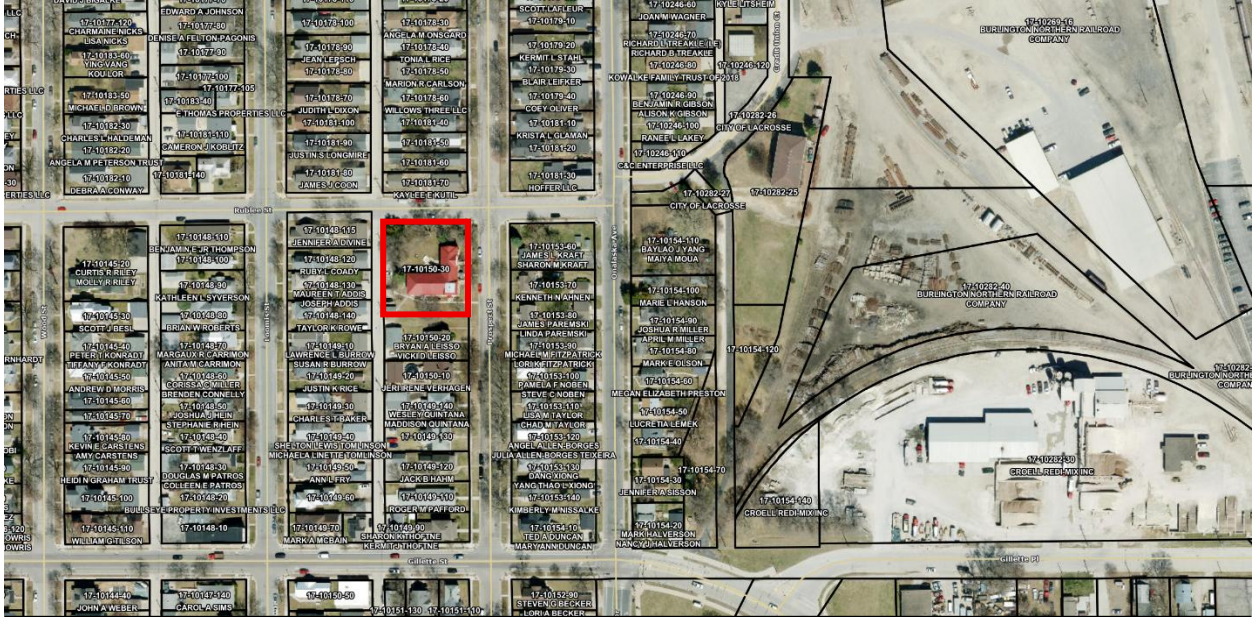


Figure 1 – 2024 aerial image of the site, County of La Crosse, WI.

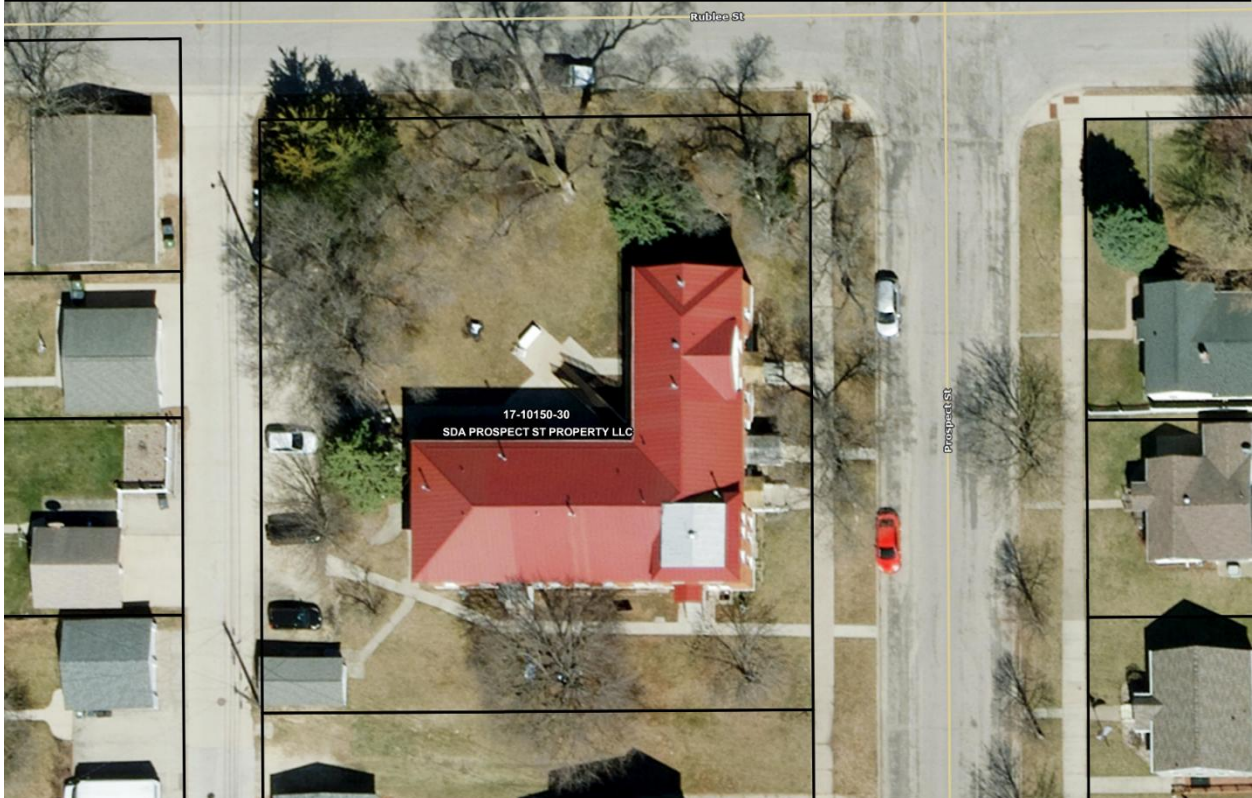


Figure 2 – 2024 aerial image of the site, County of La Crosse, WI.

F. Fire Insurance Maps:

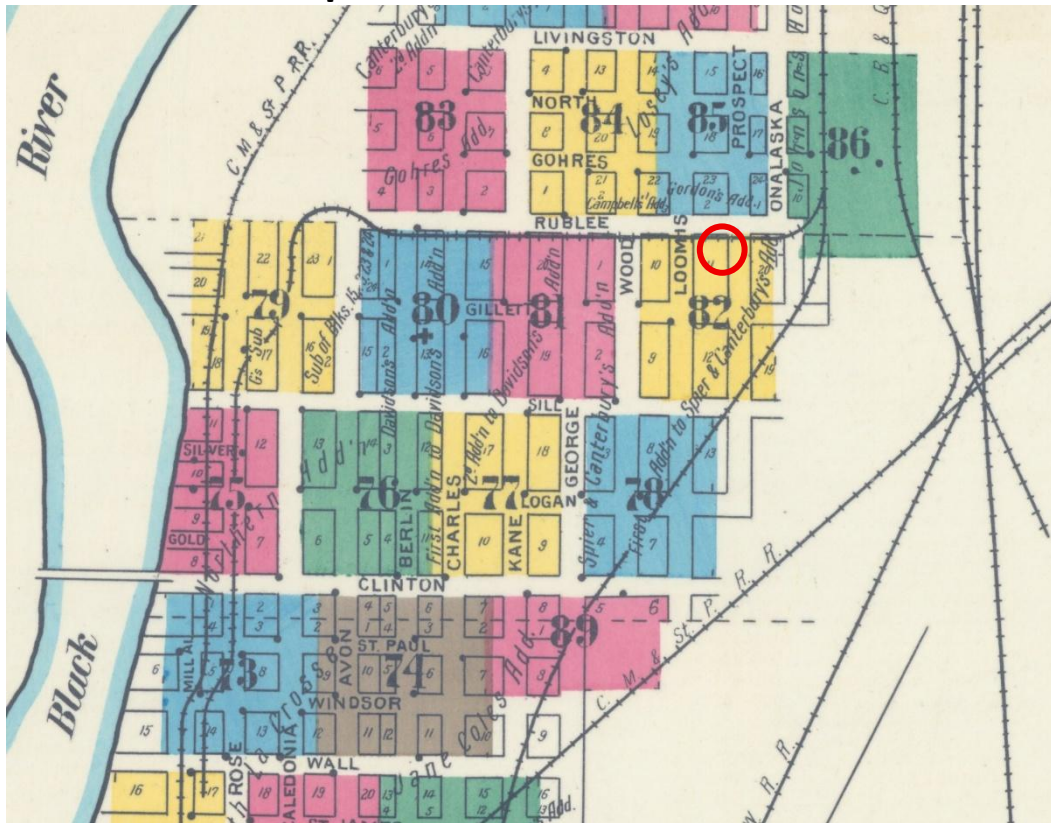


Figure 3 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Northside Index)
Courtesy of Wisconsin Historical Society.

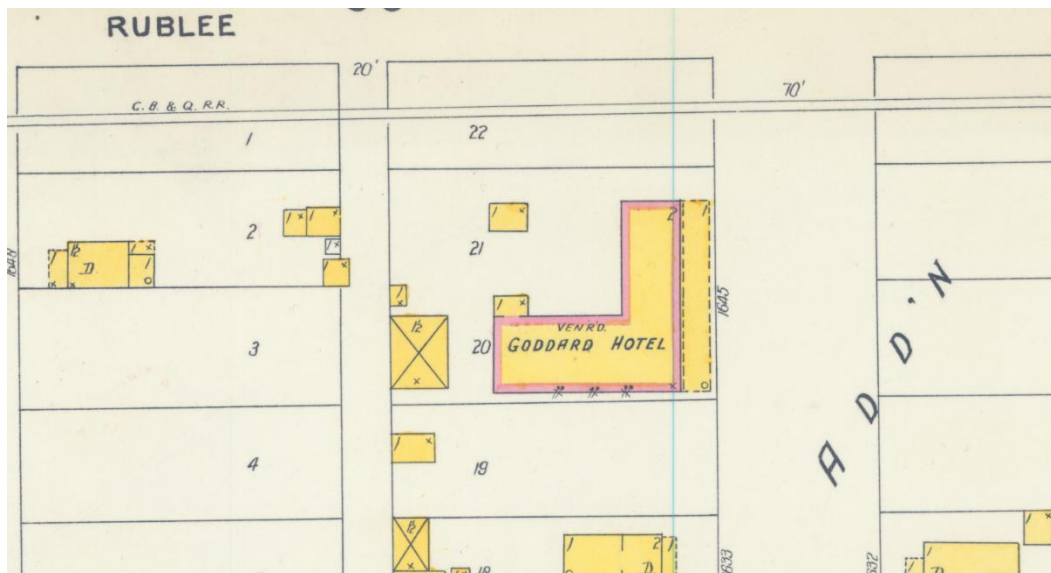


Figure 4 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Wood frame building with brick veneer)
Courtesy of Wisconsin Historical Society.



Figure 5 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Addition and porch extant) Courtesy of Wisconsin Historical Society.

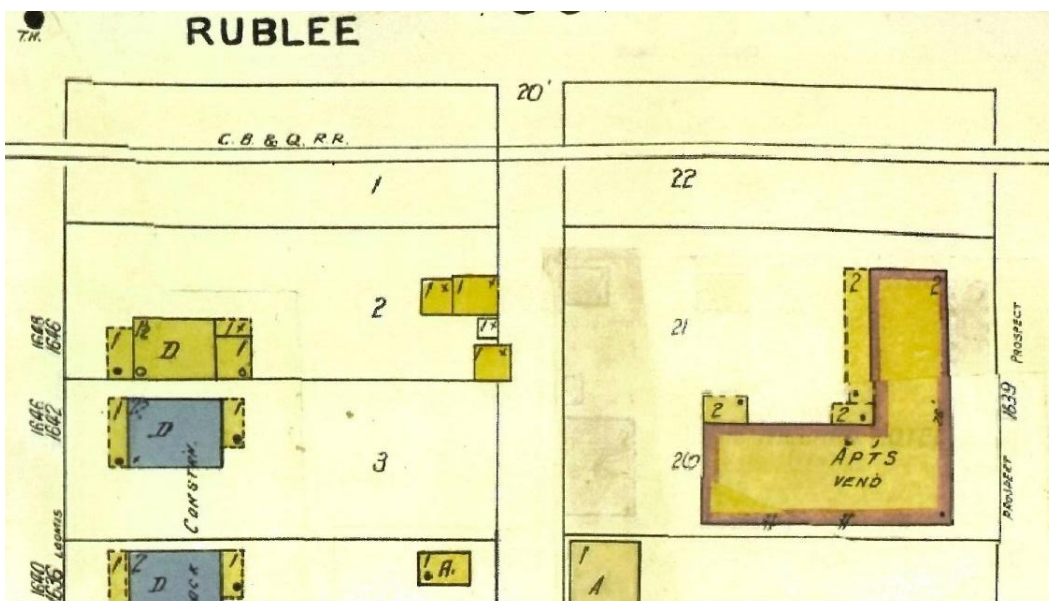


Figure 6 – 1949 Sanborn Fire Insurance Map, City of La Crosse, WI. (Porch gone, back deck extant) Courtesy of Wisconsin Historical Society.

G. Historic Building Photos:



Figure 7 – View looking west from Prospect Street. Ca. 1909-1913. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 8 – View looking northwest at Goddard Hotel Ca. 1990. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 9 – View looking northwest at Goddard Hotel. Ca. 1990. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 10 – View looking southwest at Goddard Hotel. Ca. 1983. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Figure 11 – View looking southeast at Goddard Hotel. Ca. 1983. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.

H. Current Building Photos:

by Marcus Zettler



Figure 12 – View of east (front) façade of Goddard Hotel. March 2026.



Figure 13 – Detailed view of front gable with wood shingles. March 2026.



Figure 14 – Eave detail at gable, trim appears to be original. March 2026.



Figure 15 – View of the south and east elevations of the Goddard Hotel, taken from Prospect Street. March 2026.



Figure 16 – View of the south façade of the Goddard Hotel. March 2026.



Figure 17 – View of the south and west elevations and garage. March 2026.



Figure 18 – View of the west façade of the original hotel. March 2026.



Figure 19 – View of the west façade of the hotel addition. March 2026.



Figure 20 – View of the west façade of the Goddard Hotel. March 2026.



Figure 21 – View of the north and west facades of the Goddard Hotel. March 2026.



Figure 22 – View of the north façade of the Goddard Hotel. March 2026.



Figure 18 – View of the Goddard Hotel from the corner of Prospect and Rublee Streets looking southwest. March 2026.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0395

Agenda Date:

Version: 1

Status: Agenda Ready

In Control: Heritage Preservation Commission

File Type: Review of Plans

Agenda Number: 4.



Environmental Assessment Specialists, Inc.

71 San Marino Avenue Ventura CA 93003
Office (805) 650-0949 Fax (805) 650-8054 www.easenv.com

April 7, 2026

La Crosse Planning & Development Department
Heritage Preservation Commission
Tim Acklin, AICP, Planning Manager
400 La Crosse St.
La Crosse, WI 54601
(608) 789-7391
acklint@cityoflacrosse.org

RE: Invitation to Comment - Cultural Resource Identification Study/Sacred Lands File Search for Proposed Wireless Communications Candidate: T-Mobile West, LLC – A1Q0841A (USC 302350) @ 1707 Main Street, La Crosse, La Crosse County, WI 54601

Environmental Assessment Specialists, Inc. (EAS) is under contract with T-Mobile West, LLC to submit this proposed telecommunication site information to Native American tribal groups and other interested parties for review. This submittal is being requested for compliance with Federal Communications Commission (FCC) Section 106 of the National Historic Preservation Act (NHPA) to determine if the site will impact historic places and/or archaeologically sensitive sites. Below please find the proposed site description for the above-referenced telecommunications facility.

Site Location and Description

The lease area lies in S32 T16N R7W as shown on the USGS *La Crosse, WI 7.5-minute* quadrangle map. T-Mobile West, LLC proposes to install a new telecommunications facility at this location: The proposed installation is to include the removal of the following existing US Cellular equipment at an existing building older than 45 years: three (3) existing antennas, nine (9) existing RRU's, twelve (12) existing diplexers, all existing COAX cables, one (1) existing hybrid cable, two (2) existing I-beams in the existing equipment room in the basement, one (1) existing CMDA cabinet, one (1) battery cabinet and batteries, one (1) 200 PPC, and one generator plug. Three (3) existing US Cellular antennas are to be relocated at the existing penthouse. Additionally, T-Mobile proposes the installation of six (6) new antennas at the existing building penthouse, six (6) new RRUS, two (2) new 6 x 24 trunk cables, one (1) new 700A PDF rack 2/batteries, one (1) new equipment rack, two (2) new baseband modules, three (3) new baseband sub-modules, one (1) new baseband sub-rack, one (1) new transport system, one (1) new 200A PPC, and one (1) new 200A gen plug on the existing building.

Field assessment for both historic properties and archaeological sites *will be* conducted, and a determination *will be* made of the project's direct and indirect effects on eligible properties. Consulting parties are invited to provide information concerning historic or archaeological properties already listed in the National Register or that could be eligible for listing in the National Register.

If you have any questions regarding historical resources, please feel free to contact me via U.S. mail or email jr1996@easenv.com. Thank you for your consideration.

Gavin Leaver

Environmental Assessment Specialists, Inc.

Please mail your response to:

12301 Kenny Drive
Granada Hills, CA 91344



USC 302350
A1Q0841A

USC KEEP



990 SOUTH BROADWAY, DENVER, CO 80209

1707 MAIN ST.
LA CROSSE, WI 54601
LATITUDE: 43.81222222°
LONGITUDE: -91.23010556°

SITE PHOTO



PROJECT DESCRIPTION

MODIFICATION OF AN (E) "NON-INHABITABLE" T-MOBILE TELECOMMUNICATIONS SITE CONSISTING OF:

REMOVING:

- (3) (E) ANTENNAS
- (9) (E) RRU'S
- (12) (E) DIPLEXERS
- ALL EX. COAX CABLES
- (1) EX. HYBRID CABLE
- (2) EX. I-BEAMS IN EQUIPMENT ROOM
- (1) EX. CMDA CABINET
- (1) EX. BATTERY CABINET & BATTERIES
- (1) EXISTING 200A PPC
- (1) EXISTING GEN PLUG

RELOCATING:

- (3) EX. ANTENNA'S

INSTALLING:

- (6) (N) ANTENNA'S
- (6) NEW RRU'S
- (2) NEW 6X24 TRUNK CABLES
- (1) (N) 700A PDF RACK W/ BATTERIES
- (1) (N) EQUIPMENT RACK
- (2) (N) BASEBAND MODULES
- (3) (N) BASEBAND SUB-MODULES
- (1) (N) BASEBAND SUBRACK
- (1) (N) TRANSPORT SYSTEM
- (1) (N) 200A PPC
- (1) (N) 200A GEN PLUG

INSTALLATION IS UNMANNED AND NOT FOR HUMAN HABITATION PUBLIC ACCESS IS RESTRICTED A.D.A. ACCESSIBILITY NOT REQUIRED.

PROJECT TEAM

PROPERTY OWNER
FAMILY & CHILDRENS CENTER INC.
1707 MAIN ST.
LA CROSSE, WI 54601
DAVE PAPPE
PH: 608.317.9048

APPLICANT
T-MOBILE WEST LLC
990 SOUTH BROADWAY
DENVER, CO 80209
OFFICE: 303.313.6923

T-MOBILE PROJECT MANAGEMENT
990 S BROADWAY
DENVER, CO 80209
ASHLEY PHILLIPS
MOBILE: 574.360.3586
EMAIL: ASHLEY.PHILLIPS103@T-MOBILE.COM

T-MOBILE CONSTRUCTION MANAGER
990 SOUTH BROADWAY
DENVER, CO 80209
CHRIS MILLER
EMAIL: CHRIS.MILLER@T-MOBILE.COM

SITE ACQUISITION
UCI² CONSTRUCTION SERVICES
4751 FOX STREET
DENVER, CO 80216
CHARLIE AUGELLO
MOBILE: 720.236.9199
EMAIL: CHARLIEA@UCI2.NET

PROJECT MANAGER
UCI² CONSTRUCTION SERVICES
4751 FOX STREET
DENVER, CO 80216
COLE MOSSMAN
MOBILE: 970.819.0335
EMAIL: COLEM@UCI2.NET

ENGINEER ON RECORD
TELEMTN ENGINEERING
PO BOX 1453
SALIDA, CO 81201
KHRIS SCOTT, PE
PH: 303.596.6804
EMAIL: KSCOTT@TELEMTN.COM

SHEET INDEX

SHEET	DESCRIPTION
T1.0	COVER PAGE
GN1.0	GENERAL NOTES
GN1.1	GENERAL NOTES
A1.0	OVERALL SITE PLAN
A1.1	EXISTING ENLARGED SITE PLAN
A1.2	NEW ENLARGED SITE / SAFETY PLAN
A2.0	EQUIPMENT PLAN
A2.1	ANTENNA PLAN
A3.0	ELEVATIONS
A3.1	ELEVATIONS
A4.0	ANTENNA AND EQUIPMENT SCHEDULES
A4.1	ANTENNA SPECIFICATIONS
A4.2	ANTENNA SPECIFICATIONS
A5.0	EQUIPMENT DETAILS
A5.1	EQUIPMENT DETAILS
A5.2	EQUIPMENT DETAILS
E1.0	ONE LINE DIAGRAM & CALCULATIONS
E2.0	PANEL SCHEDULE & DETAILS
G1.0	GROUNDING SCHEMATIC
G2.0	GROUNDING DETAILS
G3.0	GROUNDING DETAILS

PROJECT INFORMATION:

SITE NAME:
USC 302350

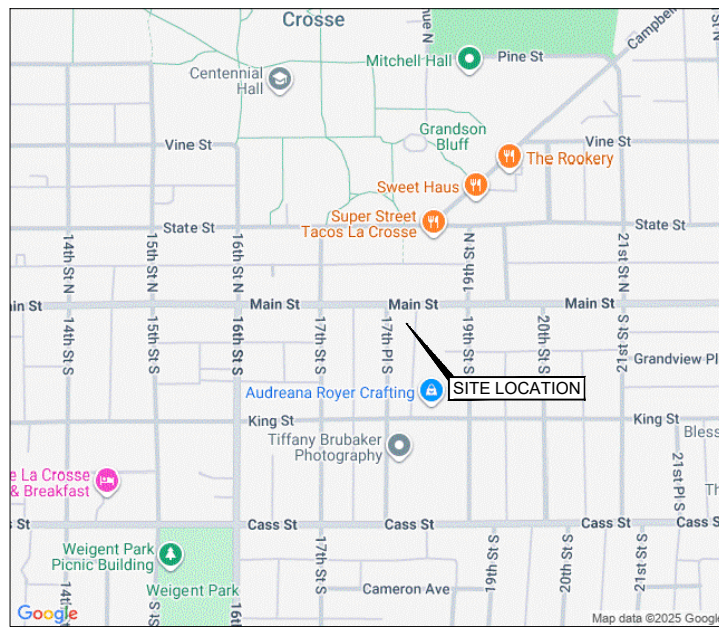
SITE ID:
A1Q0841A
ALT ID:

SITE ADDRESS:
1707 MAIN ST.
LA CROSSE, WI 54601

SITE COUNTY:
LA CROSSE COUNTY

Rev:	Date:	Description:	By:
A	12.30.25	90% CONSTRUCTION	GW
0	03.24.26	FINAL STAMPED	GW

VICINITY MAP



SITE INFORMATION

SITE TYPE: BUILDING
SITE NAME: USC 302350
SITE NUMBER: A1Q0841A
SITE ADDRESS: 1707 MAIN ST.
LA CROSSE, WI 54601

JURISDICTION: CITY OF MILWAUKEE

PARCEL NUMBER: 017-020231-080

EXISTING STRUCTURE:
OCCUPANCY GROUP U
CONSTRUCTION TYPE V-B
FULLY SPRINKLERED YES
NO. STORIES 5

APPLICABLE CODES

ALL CONSTRUCTION, ALTERATION, OR DEMOLITION SHALL BE PERFORMED AND MATERIALS INSTALLED IN ACCORDANCE WITH THE CURRENT EDITIONS OF THE FOLLOWING CODES AS ADOPTED BY THE LOCAL GOVERNING AUTHORITIES TO INCLUDE COMPLIANCE WITH THE LATEST FEDERAL STATE, AND LOCAL AMENDMENTS, REGULATIONS AND ORDINANCES.

GOVERNING CODES, AS APPLICABLE:
2021 WBC, 2021 WEBC, 2021 WFC, 2021 WMC,
2021 WFGC, 2021 WEC, 2017 NEC

A.D.A. COMPLIANCE:
NOT REQUIRED PER IBC 1103.2.9.

OSHA COMPLIANCE:
ANSI A10.48: FALL PROTECTION
AND SAFETY STANDARDS

MANDATORY: CONTRACTOR TO CALL TO VERIFY UTILITIES, AT LEAST TWO WORKING DAYS PRIOR TO DIGGING. BEFORE YOU DIG, CALL: 1-800-242-8511 HTTP://CALL811.COM/MAP-PAGE/WISCONSIN



Know what's below.
Call before you dig.

THE INFORMATION CONTAINED IN THIS SET OF DOCUMENTS IS PROPRIETARY BY NATURE. ANY USE OR DISCLOSURE OTHER THAN THAT WHICH RELATES TO T-MOBILE SERVICES IS STRICTLY PROHIBITED.

DRIVING DIRECTIONS



SCAN QR CODE FOR LINK TO SITE LOCATION MAP

UTILITY PROVIDER

POWER PROVIDER:
XCEL ENERGY 800.628.2121

REFERENCED DOCUMENTS

DOCUMENT	DATE
RFDS	12.17.25
EX. CONSTRUCTION DRAWINGS; BY EDGE CONSULTING	01.03.23
PASSING STRUCTURAL ANALYSIS; BY TELEMTN ENGINEERING	03.18.26
PASSING MOUNT ANALYSIS; BY TELEMTN ENGINEERING	03.17.26

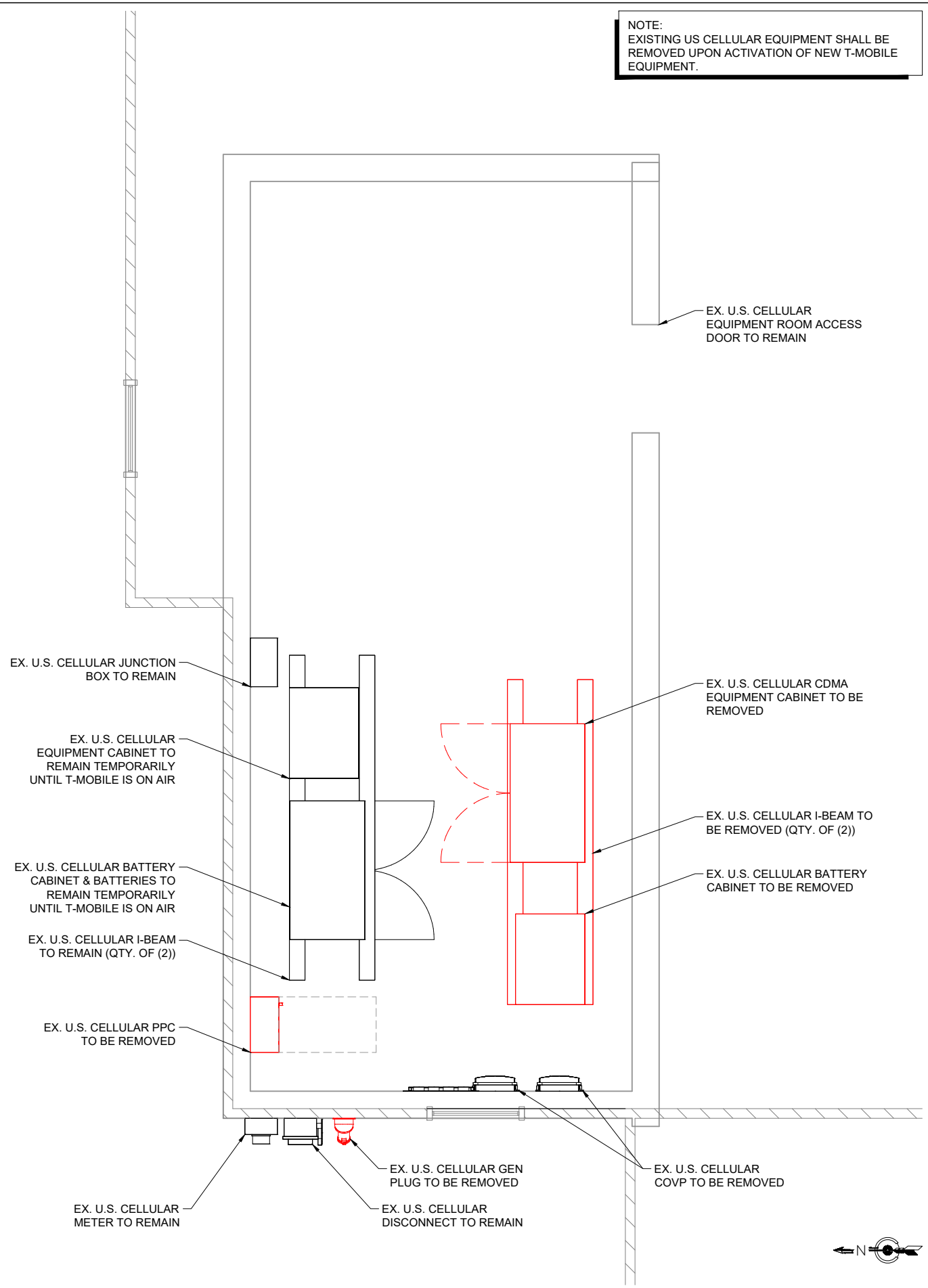
COVER PAGE

SHEET NUMBER:
T1.0

DRAWN BY: GW
CHK BY: GW
APV BY: CM

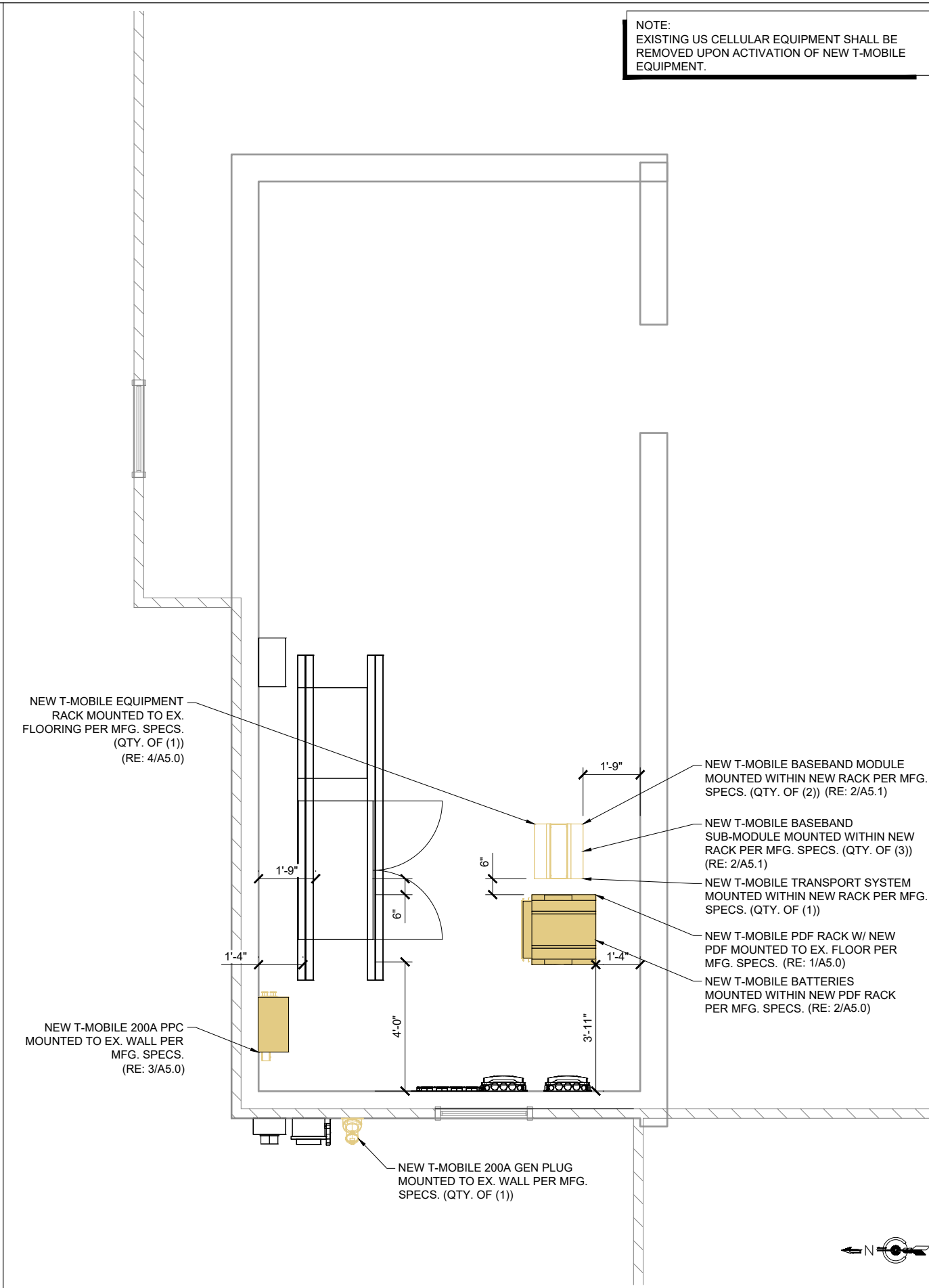
Users\ColetMossman\luc2\net\TMO_Midwest_Rockies - Documents\Non-COVA\A1Q0841A\USC KEEP\A&E\CAD\A1Q0841A_USC KEEP_A and E_CDS.dwg PLOT DATE: 3/24/2026 BY: Cole Mossman

NOTE:
EXISTING US CELLULAR EQUIPMENT SHALL BE REMOVED UPON ACTIVATION OF NEW T-MOBILE EQUIPMENT.



2 PROPOSED EQUIPMENT PLAN

NOTE:
EXISTING US CELLULAR EQUIPMENT SHALL BE REMOVED UPON ACTIVATION OF NEW T-MOBILE EQUIPMENT.



1 PROPOSED EQUIPMENT PLAN



990 SOUTH BROADWAY, DENVER, CO 80209

PROJECT INFORMATION:

SITE NAME:
USC 302350

SITE ID:
A1Q0841A
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SITE ADDRESS:
1707 MAIN ST.
LA CROSSE, WI 54601

SITE COUNTY:
LA CROSSE COUNTY

Rev:	Date:	Description:	By:
A	12.30.25	90% CONSTRUCTION	GW
0	03.24.26	FINAL STAMPED	GW



4751 FOX STREET, DENVER, CO 80216

THIS WORK WAS PREPARED BY MYSELF OR UNDER MY SUPERVISION. CONSTRUCTION OF THIS PROJECT WILL BE UNDER MY OBSERVATION. ALL SCALES ARE SET FOR 11"x17"

SHEET TITLE:

EQUIPMENT PLAN

SHEET NUMBER:

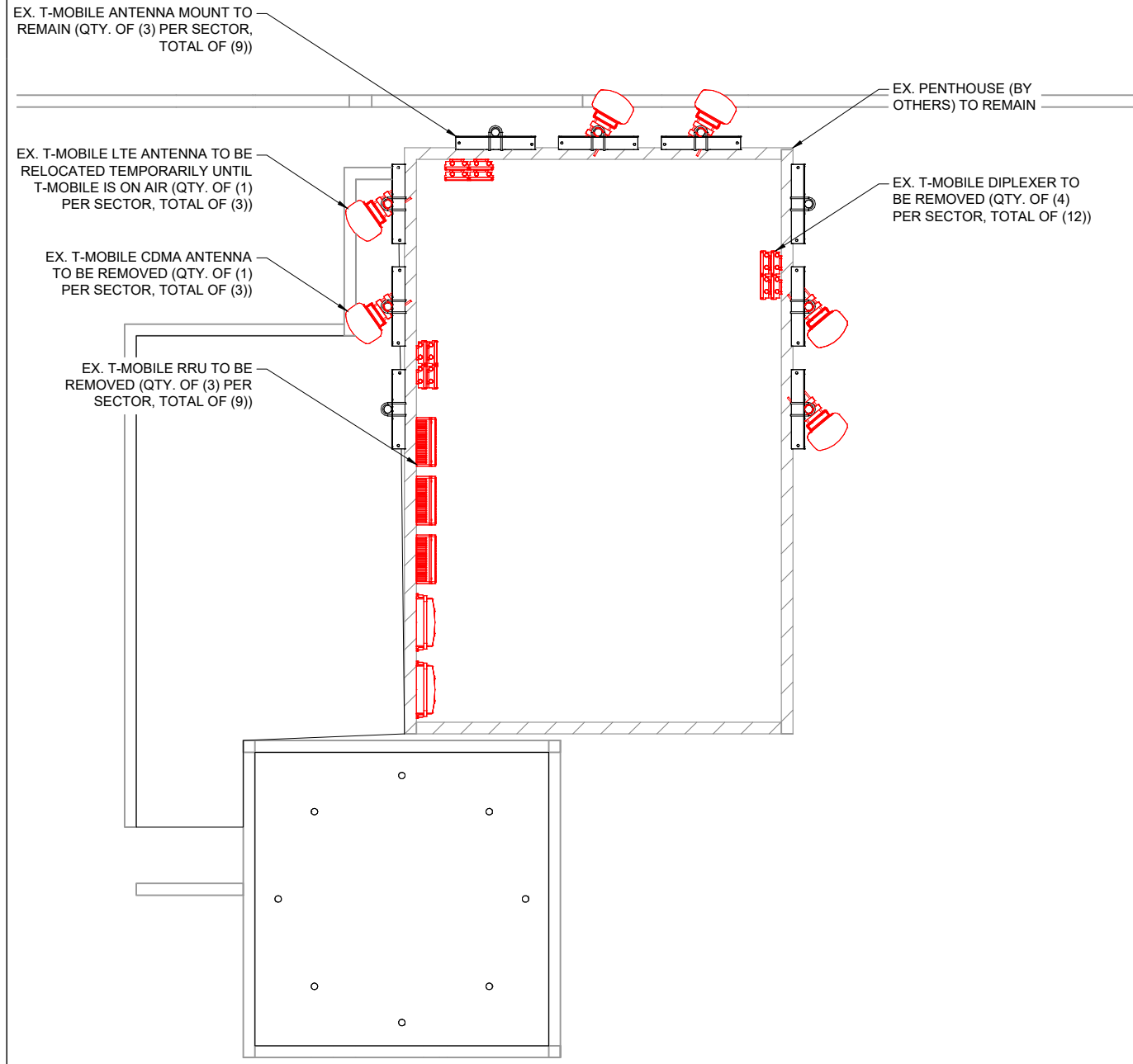
A2.0

DRAWN BY: GW CHK BY: GW APV BY: CM

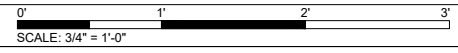
GW	GW	CM
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W:\COA\100841A\USC\KEEP&E\CAD\A1Q0841A_USC\KEEP_A_and_E_CDs.dwg PLOT DATE: 3/24/2026 BY: Gary Wells

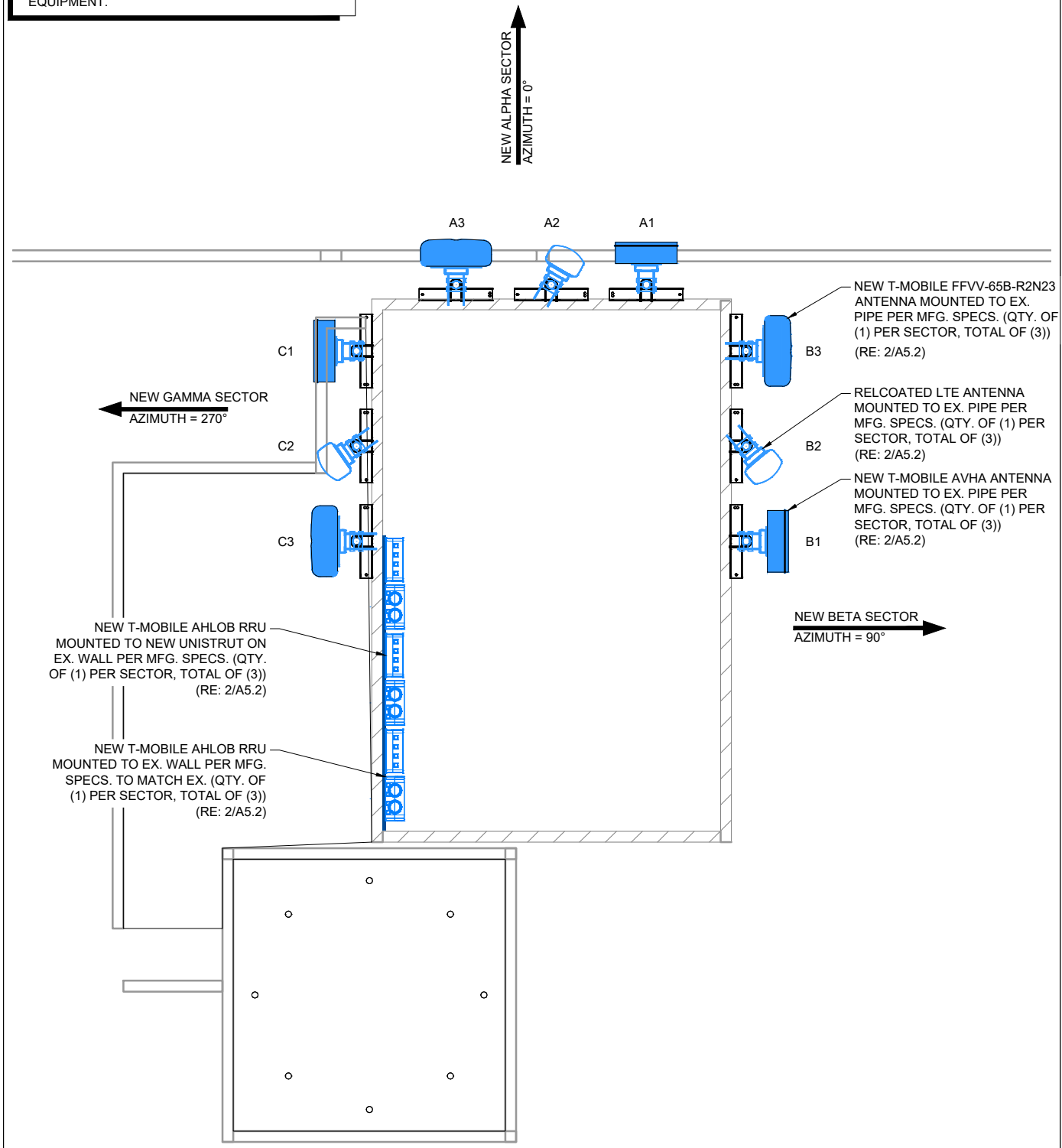
NOTES:
 - EXISTING RADIOS, DIPLEXERS & COVP'S LOCATION ARE TO BE VERIFIED IN FIELD.
 - EXISTING ROOFTOP NOT SHOWN FOR CLARITY.
 - EXISTING US CELLULAR EQUIPMENT SHALL BE REMOVED UPON ACTIVATION OF NEW T-MOBILE EQUIPMENT.



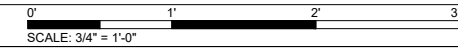
2 EXISTING ANTENNA PLAN



NOTES:
 - NEW RADIO LOCATIONS ARE TO BE VERIFIED IN FIELD.
 - EXISTING ROOFTOP NOT SHOWN FOR CLARITY.
 - EXISTING US CELLULAR EQUIPMENT SHALL BE REMOVED UPON ACTIVATION OF NEW T-MOBILE EQUIPMENT.



1 NEW ANTENNA PLAN



PROJECT INFORMATION:

SITE NAME:
USC 302350

SITE ID:
A1Q0841A
ALT ID:

SITE ADDRESS:
1707 MAIN ST.
LA CROSSE, WI 54601

SITE COUNTY:
LA CROSSE COUNTY

Rev:	Date:	Description:	By:
A	12.30.25	90% CONSTRUCTION	GW
0	03.24.26	FINAL STAMPED	GW



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SHEET TITLE:
ANTENNA PLAN

SHEET NUMBER:
A2.1

DRAWN BY: GW **CHK BY:** GW **APV BY:** CM

Users\ColetMossman\luc2.net\TMO Midwest Rockies - Documents\Nbn-COV\A1Q0841A\USC KEEP\A&E\CAD\A1Q0841A_USC KEEP_A and E_CDS.dwg PLOT DATE: 3/24/2026 BY: Cole Mossman

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SITE NAME:
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LA CROSSE, WI 54601

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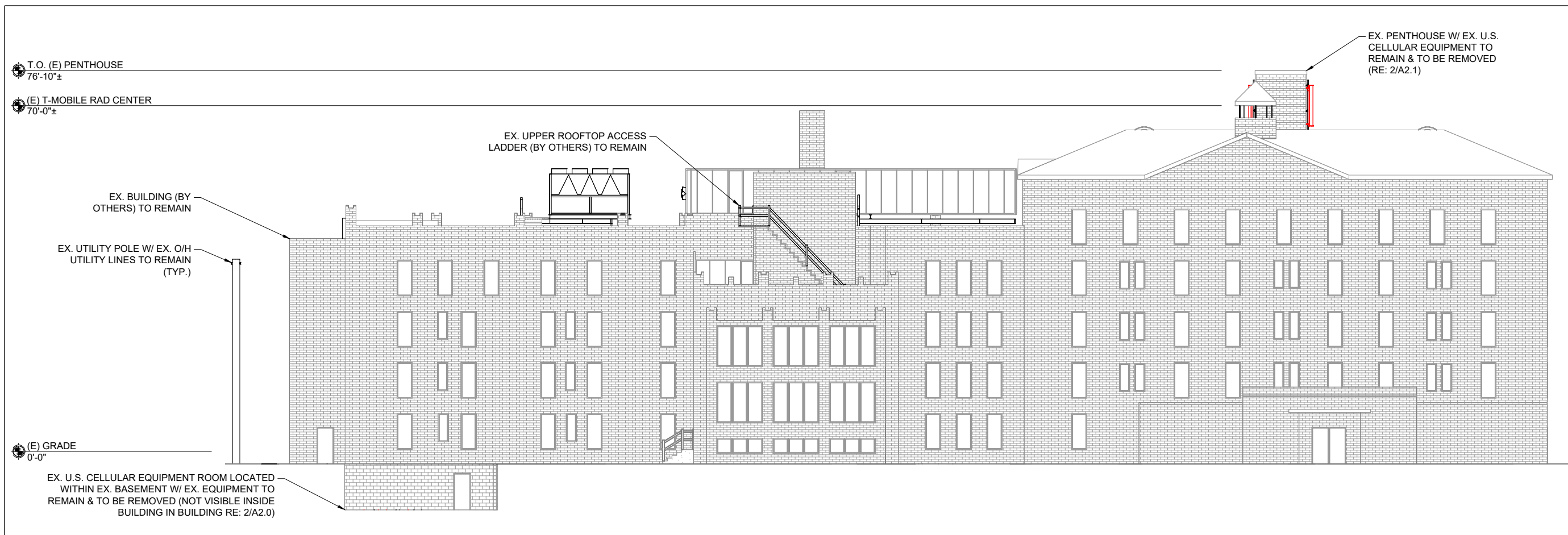
SHEET TITLE:

ELEVATIONS

SHEET NUMBER:

A3.0

DRAWN BY:	CHK BY:	APV BY:
GW	GW	CM



2 EX. SOUTH ELEVATION



1 NEW SOUTH ELEVATION

W:\COA\100841\USC\KEEP&E\CAD\A1Q0841A_USC\KEEP_A_and_E_CDs.dwg PLOT DATE: 3/24/2026 BY: Gary Wells

PROJECT INFORMATION:

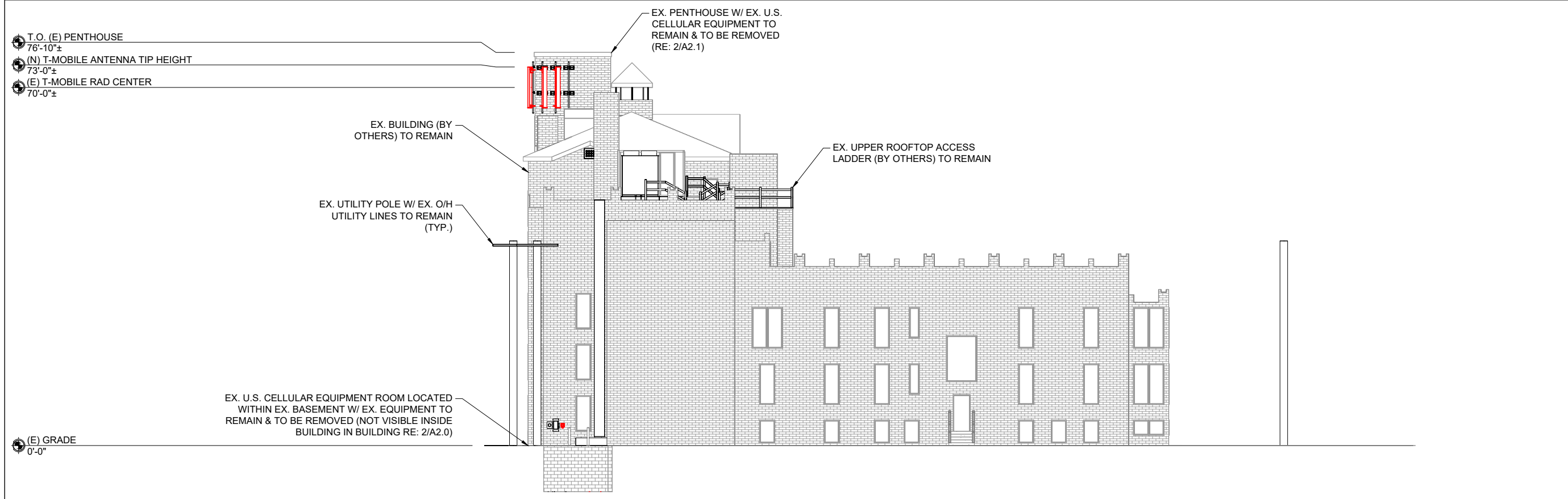
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USC 302350

SITE ID:
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ALT ID:

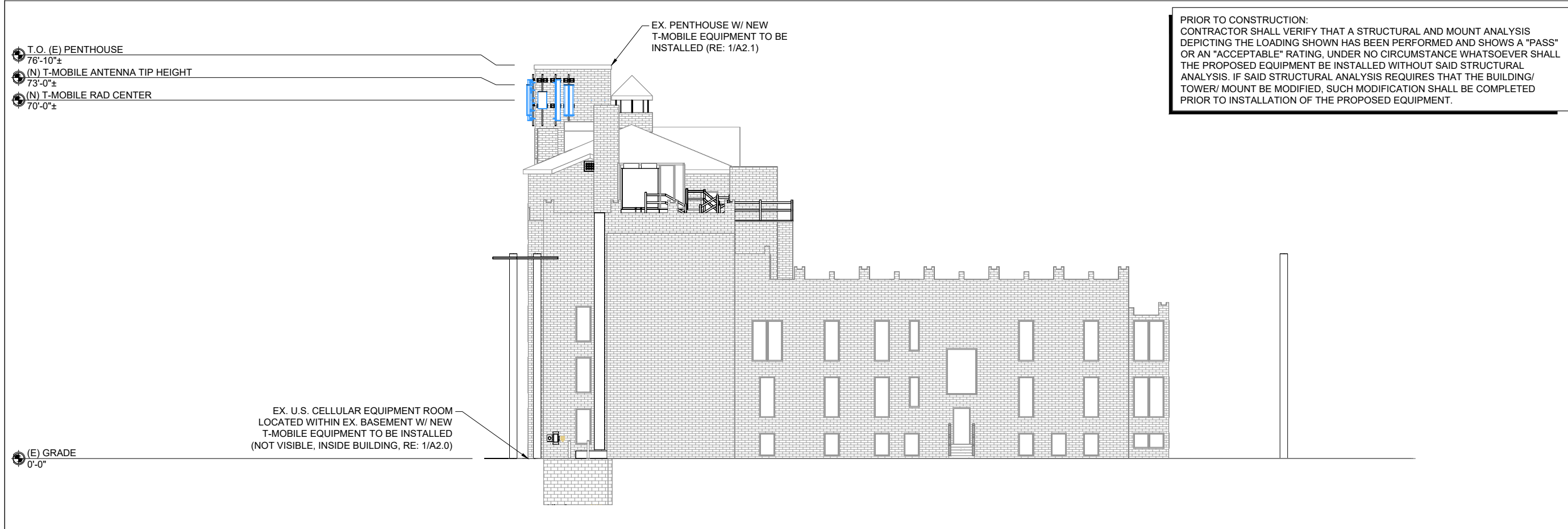
SITE ADDRESS:
1707 MAIN ST.
LA CROSSE, WI 54601

SITE COUNTY:
LA CROSSE COUNTY

Rev:	Date:	Description:	By:
A	12.30.25	90% CONSTRUCTION	GW
0	03.24.26	FINAL STAMPED	GW



2 EX. WEST ELEVATION



PRIOR TO CONSTRUCTION:
CONTRACTOR SHALL VERIFY THAT A STRUCTURAL AND MOUNT ANALYSIS DEPICTING THE LOADING SHOWN HAS BEEN PERFORMED AND SHOWS A "PASS" OR AN "ACCEPTABLE" RATING, UNDER NO CIRCUMSTANCE WHATSOEVER SHALL THE PROPOSED EQUIPMENT BE INSTALLED WITHOUT SAID STRUCTURAL ANALYSIS. IF SAID STRUCTURAL ANALYSIS REQUIRES THAT THE BUILDING/ TOWER/ MOUNT BE MODIFIED, SUCH MODIFICATION SHALL BE COMPLETED PRIOR TO INSTALLATION OF THE PROPOSED EQUIPMENT.

1 NEW WEST ELEVATION



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SHEET TITLE:

ELEVATIONS

SHEET NUMBER:

A3.1

DRAWN BY:	CHK BY:	APV BY:
GW	GW	CM

W:\COA\100841A\USC_KEEP\A&E\CAD\A1Q0841A_USC_KEEP_A.dwg PLOT DATE: 3/24/2026 BY: Gary Wells

LA CROSSE WISCONSIN

400 LA CROSSE ST, LA CROSSE, WI 54601

Memorandum

To: Heritage Preservation Commission
From: Tim Acklin, AICP
Date: **April 21, 2026**
Re: **1707 Main Street- Section 106 Review/Comment**

Any Federal Projects must include a Section 106 Review, which is a review of the project to consider any potential impacts to historic properties, particularly those that are listed or eligible for the National Register of Historic Places. All cellular/wireless facilities, since regulated on a federal level, are required to go through this process.

The project includes the removal of existing wireless facilities and replacing it with new equipment. More specifically it includes the following:

To be Removed:

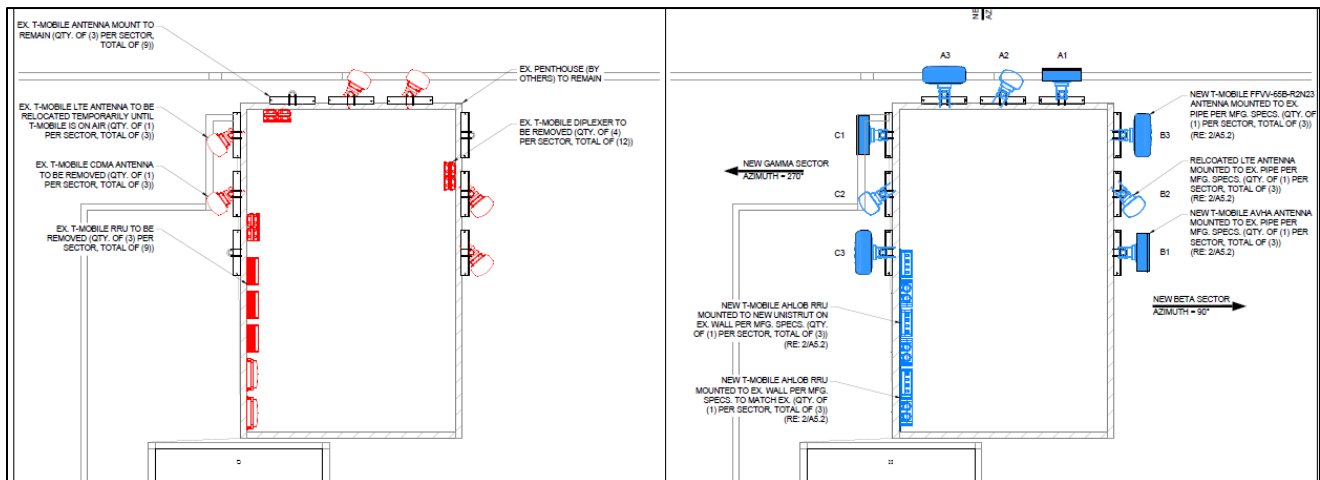
- Three (3) existing antennas
- Nine (9) existing RRU's
- Twelve (12) existing diplexers
- All existing COAX cables
- One (1) existing hybrid cable
- Two (2) existing I-beams in the existing equipment room in the basement
- One (1) existing CMDA cabinet
- One (1) battery cabinet and batteries
- One (1) 200 PPC
- One generator plug

To be Added:

- Three (3) existing US Cellular antennas are to be relocated at the existing penthouse.
- Six (6) new antennas at the existing building penthouse
- Six (6) new RRUS
- Two (2) new 6 x 24 trunk cables
- One (1) new 700A PDF rack 2/batteries
- One (1) new equipment rack
- Two (2) new baseband modules
- Three (3) new baseband sub-modules
- One (1) new baseband sub-rack

- One (1) new transport system
- One (1) new 200A PPC
- One (1) new 200A gen plug on the existing building.

The antennas are the only pieces of equipment that will be located on the exterior of the building and visible from the street. The other pieces of equipment will be located within the interior of the building. After reviewing the plans, it appears that the new equipment will be located on the same penthouse tower and within the same space the existing equipment is located. Looking at plan sheet number A2.1 the mounts for the antennas are already installed on the exterior of the penthouse.



The former Grandview Hospital is not currently listed on the Local, State, or National Register of Historic Places. It is staff's understanding that its current status with the State Historic Preservation Office is that it is not eligible for the State or National Register. Staff does believe a substantial argument could be made for local designation.

It is the opinion of staff that the proposed project does not adversely impact this building as there are already wireless facilities within and on the building. The new equipment is just replacing the old. The plans show that there will be no new exterior impact to the building. The only thing staff would recommend is that, like the existing antennas, the new ones are paint a color to match the existing brick and blend into the building.



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 26-0458

Agenda Date: 4/23/2026

Version: 1

Status: Agenda Ready

In Control: Heritage Preservation Commission

File Type: General Item

Agenda Number: 5.

Rationale

Historical preservation and thoughtful home improvements enrich La Crosse by safeguarding the unique architectural character that defines our community. These efforts boost property values, foster civic pride, and draw tourists to explore our walkable residential neighborhoods, beautiful downtown and other historic districts; thus supporting local businesses and generating economic activity. By celebrating owners who maintain original architectural elements and unique features like porches, trim, siding, doors, roofs, windows, storefronts, etc., while making conscientious updates, the city strengthens community identity and ensures our built heritage inspires future generations.

Nomination Criteria

Owners qualify if their property is at least 50 years old and shows excellent exterior care in, but not limited to, the following areas:

- **Original style preserved:** Siding, roof, windows, porch, or trim that matches the home's or building's age and architectural essence is properly maintained.
- **Historically sensitive fixes:** Repaired or replaced damaged parts (like windows, roof, chimney, stonework, doors, porches, etc.) closely resemble the original and fit the overall character of the neighborhood. Any new additions (decks, ramps, awnings) fit the scale and style without hiding key features.
- **Landscape, plantings, fences, etc:** Yard, walks, fences, and paint are all in good shape, serving as a positive example for the block.
- **Curb appeal:** The front and side exteriors clearly show the building's historic character to passersby. The property blends in well with the overall character of the neighborhood.

Simple Nomination Process

1. **Anyone can nominate:** Nominations will be initiated by commissioners who become informed of property improvements via personal observations, referrals from neighborhood associations, city council members, interested citizens, etc.
2. **Documentation:** The nominating commissioner is to take relevant photos from the public right of way of the exterior improvements and complete a short written narrative on what was done and why they feel the property and owner(s) deserve recognition.
3. **Vote:** The Historical Preservation Commission is informed of said improvement(s) and the rationale for nomination. Discussion/questions on the merits of the referral shall take place by commissioners during official HPC meetings. A simple roll-call vote shall take place with unanimous approval required.

Recognition

Approved nominees will personally be awarded a yard sign for homes or a window sign for businesses. In addition, a printed letter of appreciation signed by members of the commission will be featured on the city's website.