



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Heritage Preservation Commission

Thursday, April 25, 2024

6:00 PM

Granddad Room- 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?](https://cityoflacrosse-org.zoom.us/j/84101189486?pwd=bFhXeHBwdWR3YkhOcmpzWWYrTjRvQT09)
[pwd=bFhXeHBwdWR3YkhOcmpzWWYrTjRvQT09](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, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

Call to Order

The meeting was called to order at 6:00pm.

Roll Call

Present: 6 - Vacant 1, Laura Godden, Mackenzie Mindel, Natalie Heneghan, Greg Clark, Eric Garland

Excused: 1 - Jim Gallagher

Approval of Minutes

1. Approval of the March 28, 2024 Meeting Minutes.

Natalie Heneghan moved to approve the minutes Greg Clark seconded. Eric Garland moved to amend the minutes with some minor corrections. Greg Clark seconded. The motion passed 5-0 by voice vote. The motion as amended passed 5-0 by voice vote.

Agenda Items:

2. [24-0591](#) Nomination of the South Branch Library, located at 1307 16th Street S, to designated as a Local Historic Landmark.
- Staff provided the Commission with an explanation of the designation process. The applicant, David Riel, provided an overview of his nomination. He is proposing it be designated under all four of the eligible criteria. He also stated that the nomination supports the Holy Trinity Neighborhood Association's efforts to save the building.
- Greg Clark asked when the roof was put on. David Riel stated it was put on in 1993 maintaining a Prairie Architecture influence.
- Mackenzie Mindel asked about how the building was designed. David Riel provided an overview on the history of the building's design and the investments that were made for the project and the roof.
- Natalie Heneghan asked David to speak more on the criteria selected for its importance to the social and cultural history of La Crosse. David stated that its was important for its role society played in its creation civic pride, and the generations that still had attended it.
- Eric Garland asked David if he could elaborate on his determination of the condition of the building being excellent. David Riel stated that his determination was based on a visual inspection of the exterior materials. He did not perform an interior inspection.
- Greg Clark stated that there is a plan in place to repurpose the site and/or building. He asked David if designation makes it more advantaged. David Riel stated that it may be eligible for the National Register of Historic Places which could allow for the usage of historic tax credits. Staff updated the Commission on the status of the current process to repurpose the site.
- Eric Garland moved to accept the nomination as written. Laura Godden seconded. Natalie Heneghan stated that she would like to see more information to support the Criteria for its importance to the social and cultural history of La Crosse and what it meant to the community and moved to the refer the item to allow for the applicant to conduct more research. David Riel was asked about conducting further research. David Riel stated that he felt that the nomination was already well research and had nothing more to add. He also stated that he would prefer to have it removed as part of the nomination as only one criteria is required. The motion failed due to the lack of second. The motion to accept the nomination as submitted is approved 5-0 by voice vote.
3. [24-0592](#) Review of a Certificate of Appropriateness for the property located at 313 Main Street. (Sign- Downtown Historic District)
- Staff provided an overview of the project and their recommendation.
- Eric Garland asked if the two businesses ere sharing the building. Staff stated that they were.
- Laura Godden moved to approve. Natalie Heneghan seconded. Mackenzie Mindel stated that the sign does not look appropriate next to the existing awning. She also stated that she felt it would not meet the Secretary of Interior's Standards for Historic Structures. Staff agreed but stated that it meets the design standards in the City's Municipal Code. The motion passed 4-1 by voice vote.

4. [24-0473](#) Discussion on Ghost Signs.

Anna McConahay provided an update on her research and presented her historic photo findings. Staff stated that they are looking for input on the goals, intent, definitions, and feedback on the examples from other cities.

Mackenzie Mindel stated she was impressed with the goals.

Greg Clark stated that he felt we should preserve the advertising aspect and include why they are culturally important.

Natalie Heneghan stated that she would be interested in them being designated.

Mackenzie Mindel suggested talking to **Jason Tish** with the Wisconsin Historical Society to see if he is aware of other communities that regulate these. She also stated that she would prefer to just enhance the signs characteristics rather than repainting the whole sign.

Anna stated that best practices for masonry is to not paint or repaint.

Staff will bring a draft ordinance to the Commission next month.

5. Discussion on the 2024 10 Most Endangered Building List.

It was determined that Lincoln Middle School would be removed and the rest would remain.

Focus would be to celebrate Lincoln.

Adjournment

The meeting was adjourned at 8:00pm.

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.

Heritage Preservation Commission Members

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