

HERITAGE PRESERVATION COMMISSION REPORT  
Certificate of Appropriateness- Downtown Commercial Historic District.  
Section 115-320(d)(2)

**TO:** Heritage Preservation Commission  
**FROM:** Planning Staff  
**MEETING DATE:** January 18, 2017

**PROPOSAL:** The applicant is proposing to remove the existing entrance on Main Street and install a storefront window that is flush with the rest of the storefront.

**PROPERTY OWNER:**

Maria Norberg  
Grounded Specialty Coffee  
308 Main Street  
La Crosse, WI 54601

**APPLICANT:**

Maria Norberg

**BACKGROUND:** The Downtown Commercial Historic District was established by Ordinance in April 2016 along with design standards that are specific to the styles of architecture found within. The local district designation of the Downtown Commercial Historic District was created to encourage preservation of the historic resources of the district, which was named to the National Register of Historic Places in 1994. The design standards and review procedures are used to guide preservation, rehabilitation, new construction, relocation and demolitions. Plans or requests must be approved by the Heritage Preservation Commission prior to any building/demolition permit being issued. In determining whether to issue a Certificate of Appropriateness for Demolition, the HPC shall:

1. Consider factors such as whether the structure is of historical significance, the state of repair of the building, and whether denial of a permit would create a significant economic hardship for the owner.
2. Issue the certificate only if the owner can demonstrate that the building is structurally unsound and/or that denial of a demolition permit would create a significant economic hardship for the owner.

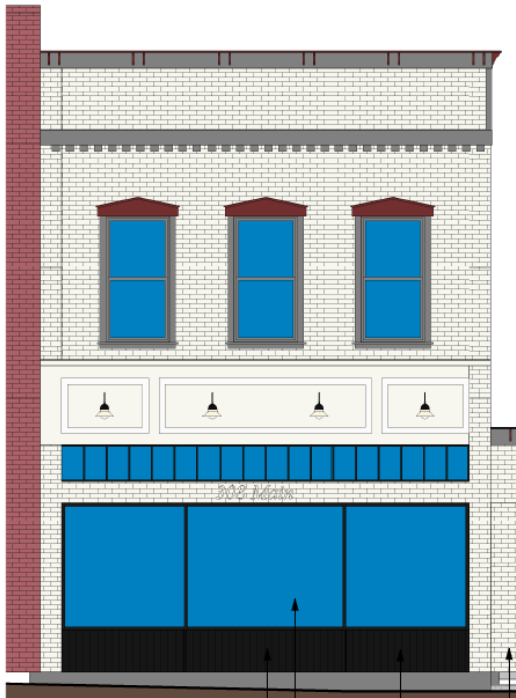
**PROJECT DESCRIPTION:** The applicant is proposing to remove existing entrance on Main Street and install a storefront window that will be flush with the existing windows on either side. The applicant had installed a new entrance and outdoor patio on the west façade of the building. By removing the recessed storefront the applicant has stated that they would be able to replace the indoor seating capacity that was lost with the new entrance.

The applicant previously made this request at the April 2017 meeting. The applicant's request was denied by the Commission and it was suggested to install a planter box in order to block the entrance and deter customers from still trying to use it. (See Below pictures of the finish project)



Below are the applicants proposed plans.

2 WEST ELEVATION  
1/4" = 1'-0"



3 NORTH ELEVATION  
1/4" = 1'-0"



1 EXISTING BUILDING NORTH ELEVATION  
1/4" = 1'-0"

**ANALYSIS:**

Removal of this entrance is not consistent with the Downtown Design Standards. “*Historic entries and storefronts display windows shall be retained.*”

**FINDING**

The removal of the entrance on Main Street is not consistent with the Downtown Design Standards. The removal of the traditional storefront alters the character of the street and the pedestrian connection to the buildings.

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