



400 Main Street
La Crosse, Wisconsin 54601

December 26, 2014

Mayor Tim Kabat
Common Council Members
400 La Crosse Street
La Crosse, WI 54601

Subject: Design Standards for the Downtown National Register District

Dear Honorable Mayor Kabat and Common Council Members:

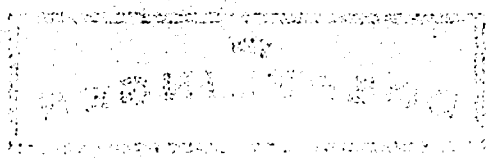
I am the owner or co-owner of eight properties within the Downtown National Register District. I also served on the Downtown Mainstreet sub-committee that helped draft the design standards for the district.

The design standards written for this proposed ordinance will help preserve the historic character of the district, and help protect property values for all properties within the district. The sub-committee and La Crosse Planning Department staff endeavored to create an ordinance that would be realistic and attainable, provide for the long-term preservation of building stock within the district, and maintain the historic character of our downtown.

I encourage you to pass this proposed ordinance.

Very Truly Yours,
Doerflinger's Second Century, Inc.

Michael R. Keil
President



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The Secretary of the
Board of Education

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