

HERITAGE PRESERVATION COMMISSION REPORT
Certificate of Recommendation
Section 20-92

TO: Heritage Preservation Commission
FROM: Planning Staff
MEETING DATE: September 19, 2017

PROPOSAL: The applicant is proposing to restore the exterior of the building, located at 800-802 Rose Street, to its 1920 appearance and recreate a storefront with an ADA entry.

PROPERTY OWNER:
RMD Development
319 Main Street Unit 404
La Crosse, WI 54601

APPLICANT:
Marcus Zeitler

BACKGROUND: The HPC was given responsibility to review all exterior work that requires a permit from the City on Locally Designated Landmarks per Section 20-92 of the La Crosse Municipal Code. The Heritage Preservation Commission’s decision is a recommendation/advisory only.

PROJECT DESCRIPTION: The building was recently purchased from the City of La Crosse by RMD Development. RMD Development was selected as part of an intensive RFP process to select an entity to sell the building to that could demonstrate their capability/capacity in restoring the building both financially and as close to historically accurate as possible. Their proposal, which is attached, includes language stating they would preserve as much of the historic and architectural features as possible and includes façade renderings illustrating that point.

The Economic Development Commission selected RMD Development and the Common Council approved the sale of the building and entered into a Developers Agreement with them. This document is also attached.

The applicant is proposing restore the exterior of the building as much as possible to its 1920 appearance, which includes tuckpointing, restoring all the windows,



restore as much as possible on the turret, replace if necessary, clean all of the masonry, and clean and paint the metal cornice. The project also includes creating an ADA ramp into the storefront that faces Rose Street.

SEE ATTACHED PLAN FOR MORE INFORMATION.

ANALYSIS:

There are no standards in the City’s code to review project by so staff attempts to apply best practices that should be used when restoring historic buildings, including reference the Secretary of Interior’s Standards for Rehabilitation.

Staff is confident that the applicant will attempt the “best practices” with this project for the following reasons:

- 1) The applicant is attempting to restore and repair rather than immediately replace.
- 2) The applicant is utilizing historic photos of the building to attempt to restore the facades to its original look.
- 3) The applicant’s previous projects have demonstrated their ability, and preference, to restore historic buildings. Examples include the Wiggert Building located at 3rd & Jay Streets, Robertson Ryan Building at 6th & State Streets, and the Jacobs Building located on 3rd St N just south of the Rivoli.
- 4) The applicants’ proposal states their intent to restore the building and their Development Agreement with the City holds them to that.

FINDING

The proposed project will not have an adverse impact on the historic significance of the building and will only enhance it.

RECOMMENDED ACTION BY STAFF:

This Certificate of Recommendation is recommended for approval as submitted.



THE EXCHANGE STATE BANK (NORTH SIDE.)

J. E. WHEELER, PRESIDENT. N. B. HOLWAY, VICE PRESIDENT. HENRY P. MAGILL, CASHIER.