



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

 Signature of Nominator 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, possible 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.

D. Bibliography:

Works Cited:

City Directories, La Crosse, Wisconsin. Spicer & Buschman's Directory Company, Philippi's Directory Company and Wright Directory Company, Milwaukee, WI, various, La Crosse Public Library archives.

City of La Crosse, WI. Water Department Tap Records.

La Crosse Argus. 7 April 1900.

La Crosse Chronicle. 3 May 1888.
7 July 1888.
11 October 1888.
17 October 1888.
4 December 1888.
12 February 1899.

La Crosse News. 19 May 1888.
1 September 1888.

La Crosse Republican and Leader.
31 December 1888.
31 December 1891.

La Crosse Tribune. 7 February 1905.
18 July 1905.
1 April 1909.
25 December 1909.
6 June 1910.
28 February 1911.
19 May 1913.
16 August 1915.
25 October 1916.
18 November 1916.
9 September 1918.
15 January 1920.
18 January 1922.
6 March 1922.
1 March 1924.
19 March 1924.
24 November 1924.

1 March 1925.
23 February 1930.
26 April 1934.
28 November 1952.
3 January 1987.
29 January 1990.
24 June 1992.
10 December 2018.
22 November 2021.

Pen and Sunlight Sketches of the Principal Cities in Wisconsin. Phoenix Publishing Co. Chicago, IL. 1890.

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. 1906, 1949, 1954, 1964, located at the La Crosse Public Library Archives.

Tatarek, Judith. "The Goddard Hotel – also known as The C.B. & Q. Hotel." Research Paper, 1983. Murphy Library Special Collections.

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

Web Sources:

BNSF Rail Talk Blog. "From Trading Post to Bustling Marketplace: How Rail Transformed La Crosse." www.bnsf.com/news-media/railtalk/heritage/la-crosse.html Posted 13 April, 2023.

Crocker, Dr. Less. "Architectural Styles and Revivals: Romanesque Revival Public Buildings." Posted February 28, 2024.

Green Bay & Western Lines – East-West Short Route.
https://greenbayroute.com/1905_la_crosse.htm Web. 8 February 2026.

La Crosse Property and GIS Data:
<https://experience.arcgis.com/>,
Web 7 February 2026.

Towns and Nature Blog. DeBruler, Dennis. "La Crosse, WI: Grand Crossing : CP+Amtrak/Milwaukee vs. BNSF/CB&Q."
<https://towns-and-nature.blogspot.com/2019/01/la-crosse-wi-grand-crossing.html>. 2019

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 1639 Prospect St.
AHI #33918. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 311 Main St.
AHI #34991. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 410 14th St. S.
AHI #33634. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 519 Ridge Ave.
AHI #47070. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 800 Rose St.
AHI #33439. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 850 1st Ave. S.
AHI #30282. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 1024 Cass St.
AHI #28725. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 1327 Cass St.
AHI #34796. web, 2026.

Wisconsin Historical Society.
"Architecture and History Inventory."
Property Record for 1414 Cass St.
AHI #34806. web, 2026.

E. Aerial Photo:

1639 Prospect Street
La Crosse, WI

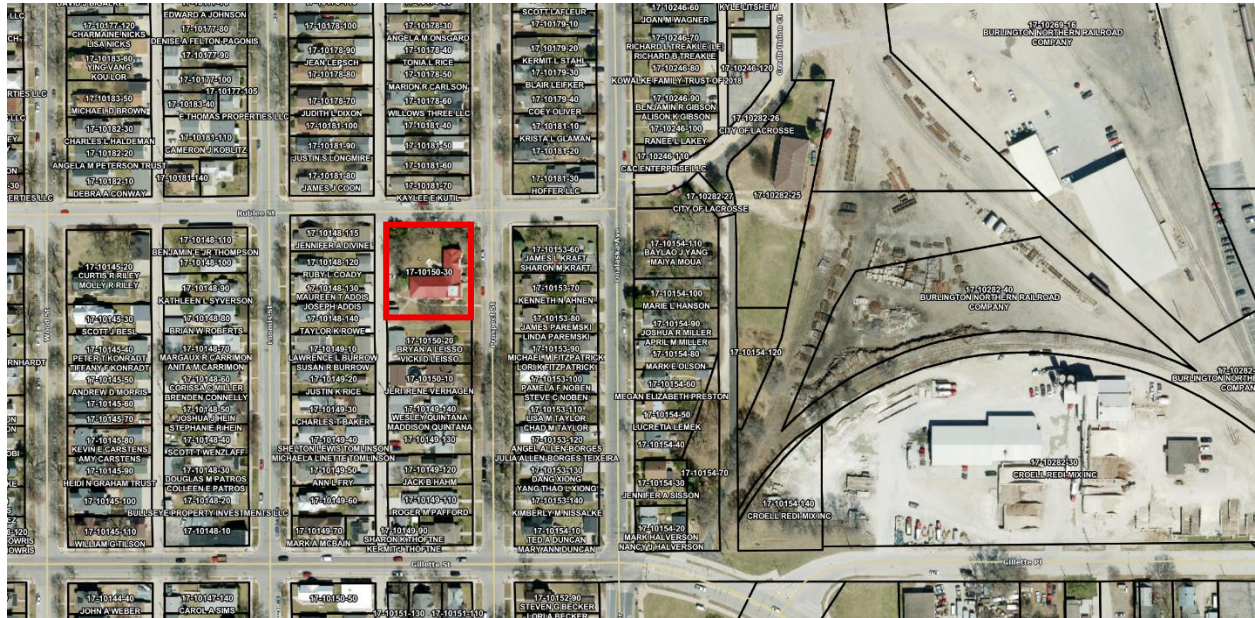


Figure 1 – 2024 aerial image of the site, County of La Crosse, WI.

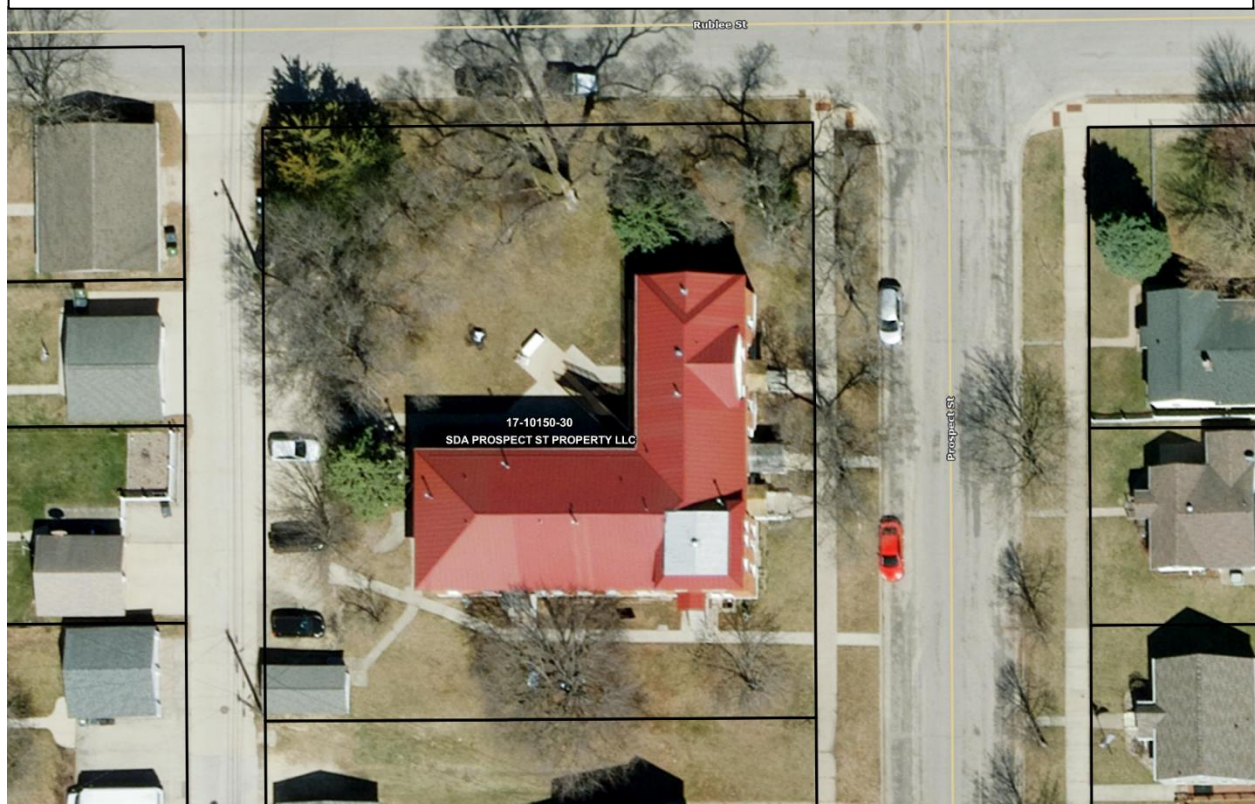


Figure 2 – 2024 aerial image of the site, County of La Crosse, WI.

F. Fire Insurance Maps:

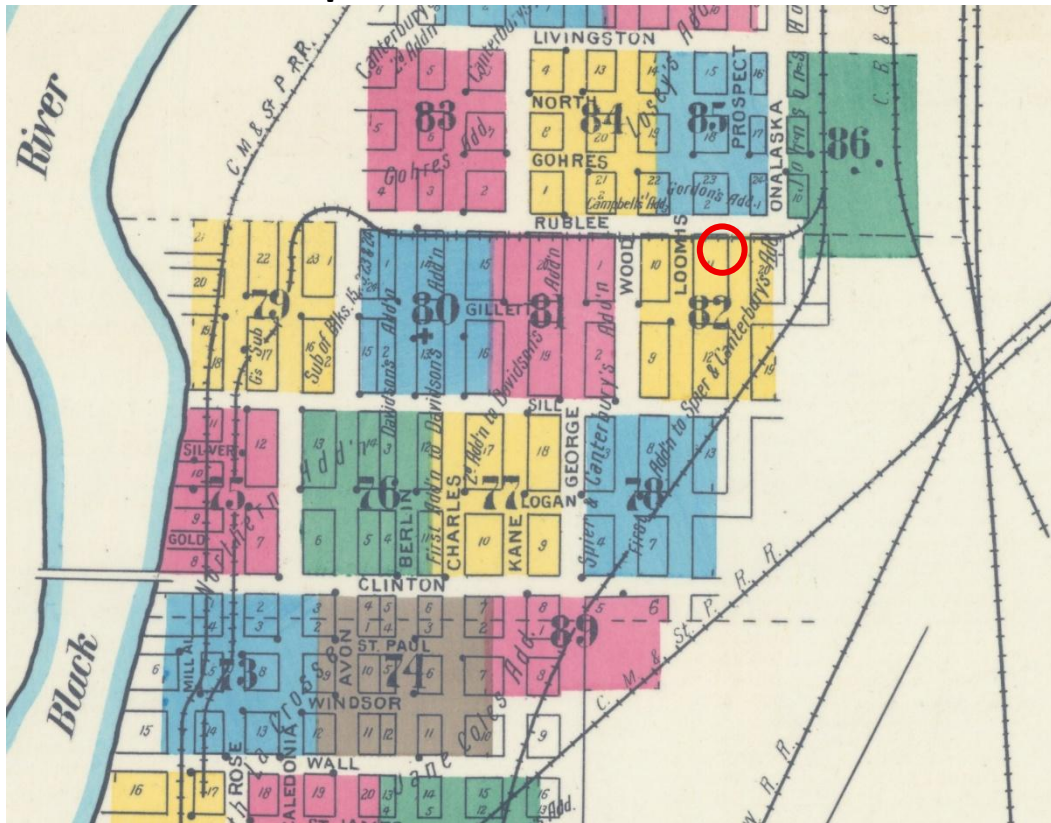


Figure 3 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Northside Index)
Courtesy of Wisconsin Historical Society.

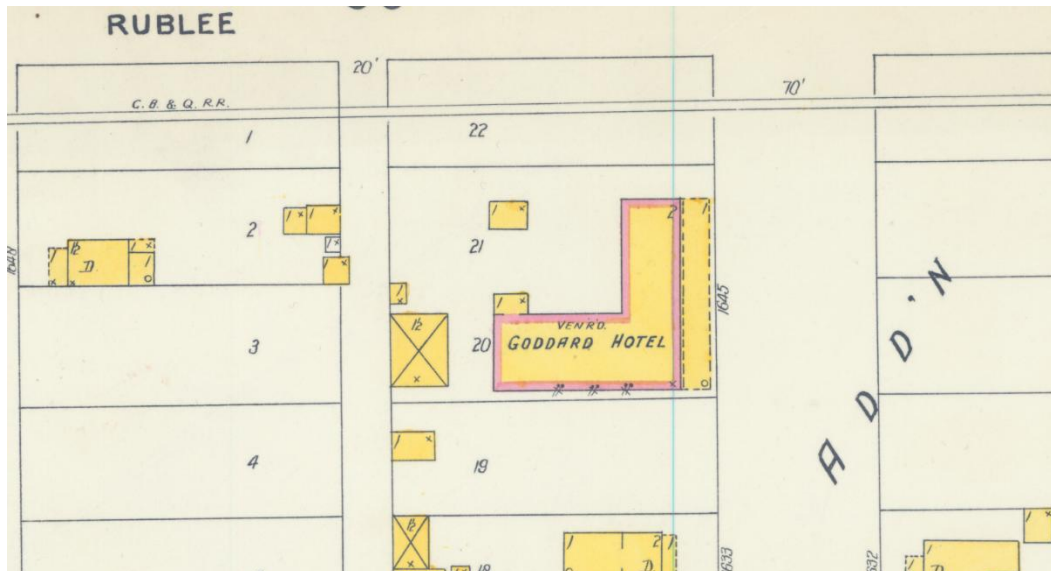


Figure 4 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Wood frame building with brick veneer) Courtesy of Wisconsin Historical Society.

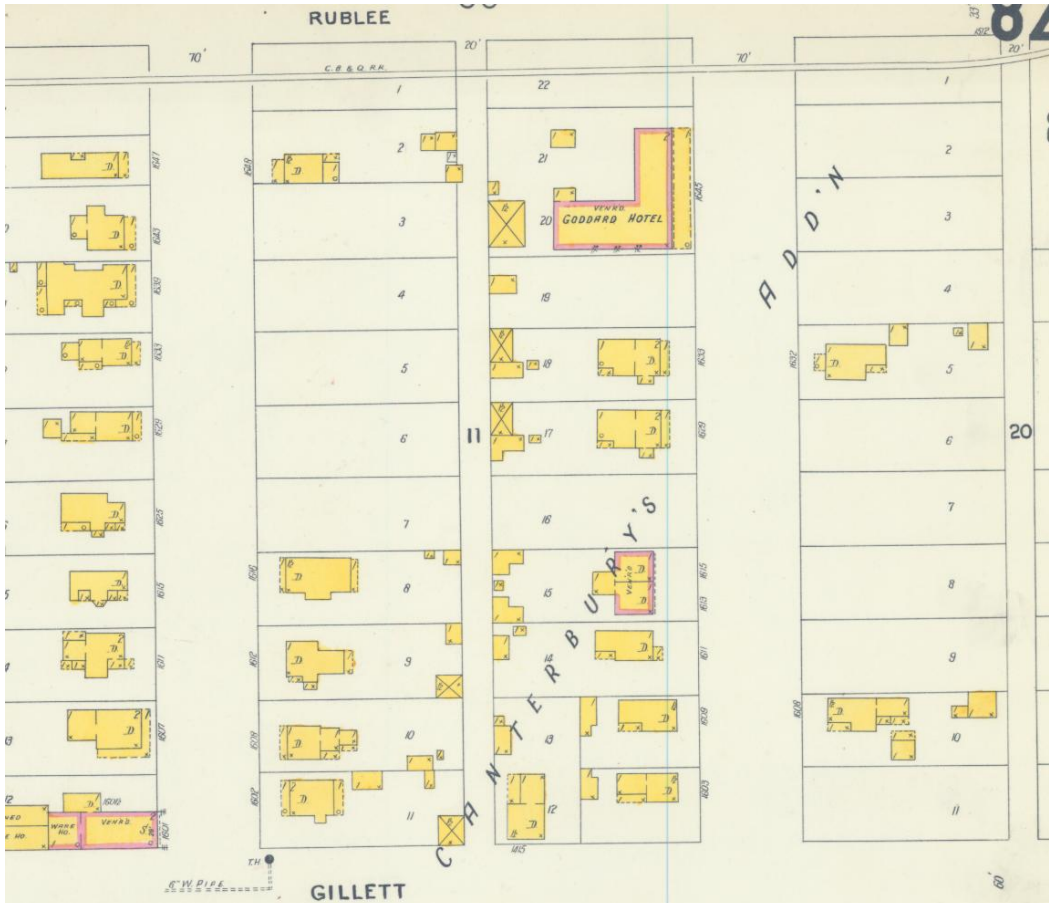


Figure 5 – 1906 Sanborn Fire Insurance Map, City of La Crosse, WI. (Addition and porch extant) Courtesy of Wisconsin Historical Society.

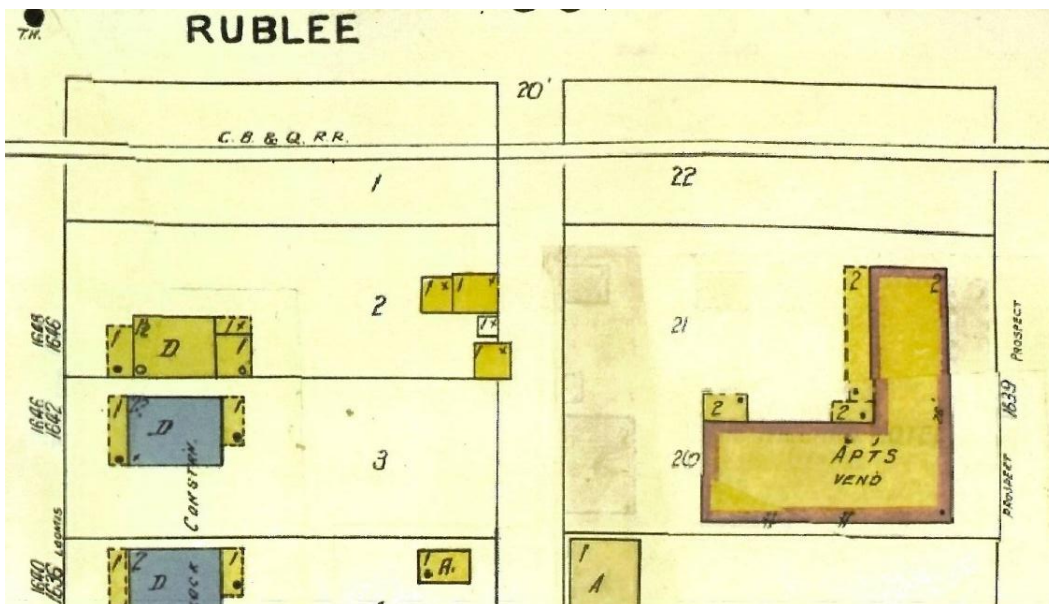


Figure 6 – 1949 Sanborn Fire Insurance Map, City of La Crosse, WI. (Porch gone, back deck extant) Courtesy of Wisconsin Historical Society.

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.