



Cornerstones March 2014

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Possible Future for Historic Building?



More information on p. 3

Send us your nominations for the
Heritage Preservation Awards.

Nomination form is on page 7, due by **April, 4.**

Save the Date

<p>March 18, 7:00 Pump House Theater Speaker Series Presents Dan Moen p. 2</p>	<p>March 30, 10:00-4:00 La Crosse Center Antique 'n' Flea Market p.6</p>	<p>April 15, 7:00 Pump House Theater Speaker Series Presents Les Crocker p. 4</p>
<p>May 4 La Crosse Tribune Architectural Treasure Hunt</p>	<p>May 6, 5:30 Freighthouse PAL Heritage Awards Banquet</p>	<p>May 24, 11:00 Corner of 2nd and Main Historical Downtown Walking Tour</p>



Preservation Alliance of La Crosse Presents:

Dan Moen

Owner/proprietor of The Artisan Preservation Company LLC.

on

Old House Exteriors 101

**an explanation of common designs and their issues
along with thoughts on repair and prevention.**



416 14th St. S. Before



416 14th St. S. After

March 18, 7:00 p.m. Pump House Theater

Free and open to the public. Refreshments to follow.

Dan Moen serves on the Preservation Alliance board and has worked as a renovation specialist for over 25 years.

Possible Future for Historic Building?

The building commonly known as the Bakalars Building, at 2219 South Avenue in La Crosse, has hit a snag in a quest to renovate the 100+ year old building into a 29 apartment complex. Warren Loveland of Red Arrow Division LP had proposed to invest \$4.5 million into the project.

The building was initially constructed as a horse stables in 1902-03 (with a 1908 addition) for the Gund Brewery; the buildings were closed with Prohibition in 1920. The brewery did not open again after Prohibition, and the stables building was sold to the Wisconsin National Guard in 1922 to be used as an armory and training facility for the La Crosse area WNG. This is historically significant because the Wisconsin National Guard already had an armory in Onalaska, and to have a second armory essentially in the same community was unheard of in Wisconsin.

The brewery stables were an excellent fit for an armory because the large open spaces of the former stable were well-suited for close order drill, large artillery gun drills, and a place to store those guns. In fact, inspecting officers of the United States Army declared that La Crosse had the best armory for the training of field artillery troops and quarters for the National Guard troops outside of Milwaukee. In addition to training hundreds of National Guard troops on a weekly basis, the former stables provided a venue for balls and dances, making the location a "social center for the south end of the city" (*La Crosse Tribune and Leader-Press*, 30 April 1922, pg. 11).

The National Guard moved out of the building in 1960 when the Onalaska-based Wisconsin National Guard had finished building their new facility, large enough to combine both the Onalaska and La Crosse units.

La Crosse meat and sausage processing company Bakalars purchased the building shortly after and moved into the building in 1962, to expand their meat processing business. Bakalars remained at this location until the factory was hit by a tornado in May 2011. The tornado lifted off a corner of the roof and damaged the southwest corner of the building, forcing the meat processing to be moved to another location. In 2013 the city inspectors condemned the building, setting it up for demolition.

Mr. Loveland feels the building is historic and worth saving, and has sought the City of La Crosse's assistance in obtaining some of the funding to take on a project of this size and scope. Loveland's goals had been to start construction in the summer of 2014, with completion by spring 2015. However, the city's Economic Development Commission turned down Loveland's request for \$800,000 toward the \$4.5 million project. Loveland's goals had been to start construction in the summer of 2014, with completion by spring 2015. The city was willing to set up a tax incremental finance district, however, for only two-thirds the amount Loveland needed to make the project work.

Currently the project is stalled, however, according to Warren Loveland, it is not dead. Loveland continues to seek funding avenues. Preservation Alliance of La Crosse feels projects such as this fall within the scope of our mission, and we support and will rally for Mr. Loveland's project with the hopes that it will become a reality.



*Preservation Alliance
of La Crosse
Presents:*

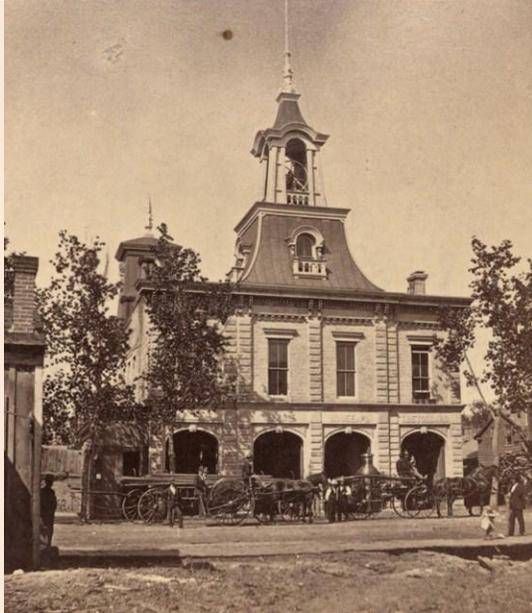
*Dr. Les
Crocker*

On

W. H. J. Nichols,

Frontier

Architect



City Hall in 1881

April 15, 7:00 p.m. Pump House Theater

Free and open to the public. Refreshments to follow.

Trained as a heavy timber carpenter in New York state, Nichols came west, first to the Chicago area and then to La Crosse when it was only a tiny settlement. He may have been the first to use stud frame construction in La Crosse. Nichols designed the finest houses in the city between 1856 and 1872. He learned to use structural cast-iron and designed many commercial buildings in the downtown that made use of iron. His design for the First City Hall and Fire Station is one of the best buildings ever designed in La Crosse.

Federal Historic Tax Credit Program Proposed for Repeal. Act now to help save it!

As you may have already heard, the chairman of the House Ways and Means Committee – Rep. Dave Camp (R-MI) – released a discussion draft tax reform bill on February 26th that has called for the repeal of the historic rehabilitation tax credit.

Please urge your representative - [you can use the National Trust for Historic Preservation's template](#) - to contact Speaker of the House John Boehner and Majority Leader Eric Cantor with the message that repealing the historic tax credit would eliminate an incentive that has a proven track record of revitalizing communities and creating jobs. **More than ever before, now is the time to speak up for the historic tax credit!**

The historic tax credit has been a crucial tool in preserving historic properties for over 30 years. It has led to communities with deeper roots, lasting relationships with our past, and a shared sense of place. It has led to richer communities. Literally richer: over those 30+ years, the historic tax credit has created scores of local jobs and has leveraged over \$109 billion in private investment into towns across the country.

All this, and it's a budget measure that more than pays for itself. Over the life of the program, the IRS has issued \$21 billion in credits while generating more than \$26.6 billion in direct federal tax revenue. Saving our history is also saving us money. Please help keep this program working for us all and the communities we live in.

Madison Trust for Historic Preservation
P.O. Box 296
Madison, WI 53701-0296

(608) 441-8864

info@madisonpreservation.org



National History Day/Joan Rausch Memorial Prize

Last spring PAL awarded prize money to local students who took part in the National History Day competition held at UW – La Crosse. The Preservation Alliance chooses entries that pertain to historic preservation or local history. This March 31, PAL will be participating again in what we hope will be a long-standing partnership with the UW history department. We are looking forward to seeing another group of impressive work by local middle and high school students.

Thank You To

Our 2013 Ornament Retailers

Accountant's Office
Designing Jewelers
Finnottes
Gundersen Gift Shop
Mayo Gift Shop
Pump House
Satori Arts
Stamp 'N Hand
State Street Gallery
Treehouse Gifts

Our 2013 Winter Party Hosts

***Roger and Charlotte
Grant***

Our 2014 Members

Find out if your 2014 PAL membership is up for renewal by checking the mailing label on this newsletter. All memberships are due on Jan. 1 of the new year and your label shows the last year for which you have registered your membership.

Our sponsors and patrons for the Dec. '13 Antique 'n' Flea Market

The Great Big Outlet
Designing Jewelers
sponsoring the Boy Scouts
Mid West Family
Broadcasting



Antique 'n' Flea Market

The third PAL Antique 'n' Flea Market will be held at the La Crosse Center on March 30, 10:00-4:00. We have over 70 vendors of antiques, collectibles, and other uniquely made items. Watch the La Crosse Tribune for our ad and for a \$1 coupon. If you are interested in being a vendor or donating items to raffle, please contact PAL.

608-784-1976

preservationalliance@gmail.com

Preservation Alliance of La Crosse, Inc. Heritage Award Nomination

Date: _____

Nominee:

Name

Address

City, State, Zip

(_____) _____ email _____
Phone

Nomination Submitted By:

Name

Address

City, State, Zip

(_____) _____ email _____
Phone

Category: (check one)

Eligibility may be for interior only, exterior only, entire structure, building complex, site or remnants.

- Residential restoration or rehabilitation
 Non-residential restoration or rehabilitation
 Historic landscape or archaeology
 Individual Distinguished Service Award

Description:

*Briefly describe the project, program, or activity. Please include pictures, clippings, booklets, and/or a biography of the individual you are nominating. **Note:** Send copies only. Materials you send will not be returned to you. Attach additional pages as needed.*

Please send this form along with copies of any supporting documents to:

Preservation Alliance of La Crosse
119 King Street
La Crosse, WI 54601

608-784-1976
preservationalliance@gmail.com

NOTE: Nominations must be received by April 4 to be considered for the current year's awards

Wisconsin's Historic Preservation Tax Credit Webinar

Presented by:

Neil White, City of Green Bay and Jim Draeger, WI Historical Soc.

Thursday, March 20, 2014, noon

The Wisconsin Economic Development Corporation announced an expanded state tax credit program designed to encourage reinvestment in Wisconsin's aging communities and spur development in downtowns across the state. The program makes owners of aging historic and non-historic commercial buildings eligible for a 20% transferable state income tax credit to help offset the cost of rehabilitating those structures.

The expanded Historic Preservation Tax Credit is available for buildings on the national or state register of historic places, while the new Qualified Rehabilitated Buildings Tax Credit now allows non-historic commercial buildings to be eligible for the same credit. This webinar will explore how this program is being used at the local level to encourage downtown economic development.

The series is sponsored by UW-Extension, Wisconsin Economic Development Corporation, Wisconsin Downtown Action Council and the Wisconsin Chapter of the American Planning Association. *There is no cost to participants served by these organizations.*

- All that is needed to participate is an Internet connection and separate telephone (audio) line.
- All sessions are archived under "Training Webinars" at:

<http://cced.ces.uwex.edu/2012/09/28/revitalizingwisconsindowntownswebinarsarchive/>

- Recordings for use offline can be purchased through the UW-Coop Extension Learning Store.

To Register: Email Dayna Sarver dsarver@wisc.edu or call [608.890.0009](tel:608.890.0009).



Preservation Alliance of La Crosse
119 King St.
La Crosse, WI 54601

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