

La Crosse Heritage Preservation Commission

10 Most Endangered Historic Properties 2023



William Zurn Beverage/Stokke Oil Service Station 324 4th Street S.

Historic Overview

Today's Glory Days Sports Pub encompasses two historic buildings: William Zurn Beverage (brick section overlooking 4th Street) and Stokke Oil Service Station (longer section facing King Street).

Stokke Oil Service Station was designed by La Crosse architect *Otto Merman*.

These Art Deco influenced buildings were both built ca. 1934 and were combined in approximately 1999.



Ca. 1977. Source: Wisconsin Historical Society.

William Zurn Beverage/Stokke Oil Service Station 324 4th Street S.

Why It's Endangered

Building suffered damage related to a catastrophic fire and subsequent collapse of the neighboring Mueller building in April 2022.

Issued a “Rehabilitate or Raze and Remove” order.

Why It's Worth Saving

Designed in part by prominent La Crosse architect *Otto Merman*.

Unique buildings, contain “Wall of Fame” signed by Green Bay Packers, beloved by local sports fans.

Eligible for La Crosse Local Historic Landmark designation.



2023. Source: David Riel.

La Crosse School District Buildings (Hogan and Lincoln Schools)



Hogan School, ca. 1920 (left). Lincoln School, 1924 (right). Source: UWL Murphy Library Special Collections/ARC.

Historic Overview

Architect ***Otto Merman*** designed the Hogan School in 1920 and Lincoln School in 1924. They're both well-preserved examples of school buildings designed in the Neoclassical/Beaux Arts style.

Both eligible for La Crosse Local Historic Landmark designation and National Register of Historic Places.

La Crosse School District Buildings (Hogan and Lincoln Schools)

Why They're Endangered

La Crosse School District plans to close these buildings as part of a city-wide consolidation.

Both buildings are 98+ years old and have experienced deferred maintenance.

Why They're Worth Saving

Best remaining examples of Neoclassical/Beaux Arts style school buildings in La Crosse.

Similar to the former Roosevelt School, these buildings could be converted into apartments and provide much needed housing.



2023. Source: David Riel.

600 Block of 4th Street S. (J.P. Koller Building and John Halverson House)

Historic Overview

J.P. Koller Building (Grocery & Saloon), built ca. 1898.

John P. Koller moved to La Crosse in 1867 (at age 4). Became a businessman and Alderman for the 13th Ward.

John Halverson House, built ca. 1891.

John Halverson was born in 1825. A superintendent with Mons Anderson & Son Co., he worked there from at least 1866 until about 1897.



J.P. Koller Building (Left). John Halverson House (Right).
Ca. 1977. Source: Wisconsin Historical Society.

600 Block of 4th Street S. (J.P. Koller Building and John Halverson House)

Why It's Endangered

The only historic buildings remaining on the entire 600 block of 4th Street. Both buildings in danger of redevelopment.

Why It's Worth Saving

Both are unique examples of Victorian architecture, both eligible for La Crosse Local Historic Landmark designation.

J. P. Koller Building still displays original advertising “ghost sign”, ornamental brickwork and other historic features.

John Halverson House is a rare example of a residential home remaining downtown.



Ca. 2012. Source: Google Maps.

Rublee-Washburn House

612 Ferry Street

Historic Overview

Italianate style, built ca. 1856.

First owner: ***Francis M. Rublee***.

La Crosse County Treasurer, started first sawmill, the La Crosse Lumber Co.

Second owner: ***Cadwallader C. Washburn***.

Major-General in the Civil War, organized the 2nd Wisconsin Cavalry Regiment.

Served as US Congressman for five terms, Wisconsin Governor, on UW Board of Regents.

Founded flour mill in Minneapolis which later became the General Mills Co.



Ca. 1890. Source: UWL Murphy Library Special Collections/ARC.

Rublee-Washburn House

612 Ferry Street

Why It's Endangered

Damage to various historic elements.
Requires maintenance, falling into disrepair.
Facing neighborhood redevelopment.

Why It's Worth Saving

Considered first architect-designed home in the city, unlike anything else at the time.
Built when only five families lived in La Crosse.
Rublee and **Washburn** were both prominent early citizens of La Crosse.



Ca. 2009. Source: Wisconsin Historical Society.

MacMillan Apartments

709 and 711-713 Cass Street

Historic Overview

Neoclassical influence, strong examples of period apartment design.

Built by La Crosse-born architect **Andrew Roth** between 1912 - 1915.

Distinctive two-story front porches with capped, brick piers.

Owned by **Daniel G. MacMillan**, a prominent businessman, industrialist, and civic leader in La Crosse history.



Ca. 1985. Source: UWL Murphy Library Special Collections/ARC.

MacMillan Apartments

709 and 711-713 Cass Street

Why It's Endangered

Encroachment by expanding road and high-traffic roundabout. Facing significant neighborhood redevelopment.

In need of maintenance/restoration.

Why It's Worth Saving

Noteworthy historic apartment design in a pronounced location.

Designed by a skilled local architect.

Potentially eligible for National Register of Historic Places designation and Historic Tax Credits for restoration.



Ca. 2019. Source: Google Maps.

W. C. Will House

503 Caledonia Street

Historic Overview

Queen Anne style, built ca. 1894 by La Crosse-born architect **Andrew Roth**.

Rare example of a Queen Anne built with red brick in North La Crosse.

Gable roofed, two-story house with a three-sided bay on the lower-level, stained glass and half-round window in cross-gable.

Owned by **William C. Will**, inspector with the Chicago, Burlington & Northern Railways.



Ca. 1977. Source: Wisconsin Historical Society.

W. C. Will House

503 Caledonia Street

Why It's Endangered

Sits in-between the Monitor Street district and the Amtrak Train Station parking lot.

Facing neighborhood redevelopment.

Why It's Worth Saving

Unusual architectural example.

Designed by a skilled local architect.

Retains many historic building elements.

Eligible for La Crosse Local Historic Landmark designation.



Ca. 2019. Source: Google Maps.

C. H. Hegge House

1339 Caledonia Street

Historic Overview

Queen Anne Style, built ca. 1894 by La Crosse-born architect **Andrew Roth**.

Atypical example of an ornate Queen Anne home in North La Crosse. House retains decorative shingles, ornate woodwork, and stained glass windows.

Owned by **Christian Hegge**, a Norwegian immigrant who came to La Crosse ca. 1878.

With his brother Halsten, he started **Hegge Bros. Meat Market** at 732 Rose Street. It operated continuously in North La Crosse for several decades.



Ca. 1977. Source: Wisconsin Historical Society.

C. H. Hegge House

1339 Caledonia Street

Why It's Endangered

Original historic features (shingles and ornamental woodwork) falling into disrepair.
In danger of neighborhood redevelopment.

Why It's Worth Saving

Unique Queen Anne example. Retains important architectural features like two-story gable roofed porch, elevated railing, carved posts and stained-glass.

Designed by a skilled local architect.

Eligible for La Crosse Local Historic Landmark designation.



Ca. 2019. Source: Google Maps.

A. L. Maltman House

1218 Vine Street

Historic Overview

American Foursquare, ca. 1918.

One in a row of three similar homes, possibly constructed by the same builder.

Distinctive entrance with gabled roof supported by brackets. A two-story bay on the West side. Retains its original siding and upper-level shingles.

Owned by **Arthur L. Maltman**, a stock clerk at the La Crosse Tractor Co.



Ca. 1983. Source: Wisconsin Historical Society.

A. L. Maltman House

1218 Vine Street

Why It's Endangered

Only three historic buildings remain on this block, encircled by modern apartments.

Used for student housing, facing severe neglect and falling into disrepair.

Why It's Worth Saving

Retains many historic elements. Porch can be restored to original appearance.

Only a finite number of American Foursquare homes in La Crosse.

Eligible for La Crosse Local Historic Landmark designation.



Ca. 2019. Source: Google Maps.

E. J. Weimar House

1222 Vine Street

Historic Overview

American Foursquare, ca. 1918.

One of three similar homes in a row, possibly constructed by same builder.

Hipped roof with broad overhang. Two-story side bay. Retains original upper-level shingles and lower-level siding.

Owned by **Edward J. Weimar**, an employee at the National Bank of La Crosse.

Edward, wife Edna, and 3-year-old son Ray moved in around March 1918.



Ca. 1983. Source: Wisconsin Historical Society.

E. J. Weimar House

1222 Vine Street

Why It's Endangered

Only three historic buildings remain on this block, encircled by modern apartments.

Used for student housing, facing severe neglect and falling into disrepair.

Why It's Worth Saving

Retains many historic elements. Porch can be restored to original appearance.

Row of three American Foursquare homes possibly designed by well-known builder.

Eligible for La Crosse Local Historic Landmark designation.



Ca. 2019. Source: Google Maps.

H. J. Putman House

231 13th Street N.

Historic Overview

American Foursquare, ca. 1918.

Listed as 1226 Vine in 1922 City Directory.

One of three similar homes in a row, possibly constructed by same builder.

Distinctive and less common layout.

Retains original bracketed side entrance covering.

Owned by **Henry J. Putman**, a sales manager at the La Crosse Rubber Mills.



Ca. 1983. Source: Wisconsin Historical Society.

H. J. Putman House

231 13th Street N.

Why It's Endangered

Only three historic buildings remain on this block, encircled by modern apartments.

Used for student housing, facing severe neglect and falling into disrepair.

Why It's Worth Saving

Vinyl siding detracts from appearance and might be hiding original elements.

Row of three American Foursquare homes possibly designed by well-known builder.

Eligible for La Crosse Local Historic Landmark designation.



Ca. 2019. Source: Google Maps.