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As much as I'd like to take credit for the materials in this month's issue on La Crosse, credit is due elsewhere.

Last year the editorial board of the Wisconsin Architect "volunteered" the La Crosse architectural community to prepare a special issue of the magazine on their fair city. This direction was taken in hope of establishing a precedent in which other Wisconsin cities would be featured in future issues of the magazine.

Much to my pleasant surprise, the La Crosse architectural community accepted the challenge with a vigor and enthusiasm which deserves recognition. The motley crew shown in the following photograph is a portion of the La Crosse contingent that worked so long and hard in preparing these materials for publication. Special recognition is appropriate to Jim Gersich, AIA, who coordinated this very substantial undertaking.

As a means of promoting recognition of architecture in the La Crosse area, additional copies of the 16 page center spread devoted to La Crosse have been ordered and will be distributed in the La Crosse area to leaders in education, business, and government.

Participants from La Crosse, shown in the picture are, from left to right, (front row) Jack Paulson, Greg Schroeder; (back row) Greg Woollums, Georgann Nirva, Roger Roslansky, Eric Wheeler, Ron Siggelkow, and Jim Gersich. Not shown are Val Schute, Dan Kovac, Don Flynn, and John Myklebust.

The Wisconsin Architect is interested in continuing this "tradition" next year and is screening applications for architects in cities that are interested in being similarly featured. Contact the WSA office for more information.
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La Crosse and the Coulee region ('coulee' is French for 'the land between the bluffs') are unquestionably places of unique, natural beauty. Many refer to the area as God's country not only for its physical attributes, but also for its people and places.

La Crosse is a melting-pot of ethnic diversity. This occurred here because three rivers meet: Mississippi, La Crosse, and Black. In the mid-1800’s, river and rail commerce put La Crosse on the map. Then, and even now, one had few opportunities to cross the mighty Mississippi. Yet that great river linked the upper midwest to St. Louis, New Orleans, and the world.

It would be a mistake to underestimate the impact that the river had on La Crosse’s architecture. Today we see a blend of old and new—vestiges of lumber and river-boating days, combined with the developments of a progressive community.

What makes it all happen? It's the people...in a city of just under 50,000 and a metropolitan area of 100,000, with an economic base very dependent on national trends, with a downtown that was seen, a few years back, to have been dying...it must be the people. No wonder La Crosse has been ranked No. 1 among small cities for its lifestyle. Much of this is due to its 'institutions' such as Oktoberfest, Third Street, fishing, apples, biking, and boating. But it's the proud people of La Crosse that make it all happen.
LEFT: N.B. Holway House

ABOVE: Grandad's Bluff
Looking back over

La Crosse's architectural history, its breadth and vitality stand out. Its location, on the banks of three rivers, established it as part of the Mississippi commerce route. River trade fostered architectural diversification. La Crosse benefited from this cross-cultural connection by adopting national architectural styles, and then adapting them to the coulees, bluffs and riverbanks. The people and their backgrounds, the river and its topography, and time have created a 'river city' vernacular...an architectural montage not represented by one or two buildings, but rather an entire architectural community.

The ingredients that make up the 'river city' vernacular are the architectural styles it has collected over the past 140 years. Beginning with the early picturesque styles, examples of Gothic Revival, Italianate Revival, and the Second Empire abound. A pre-Civil War example of wood framed Italianate is the meticulously restored Martindale House (photo). It is a southern adaptation with wide veranda, floor-to-ceiling windows, and a functional cupola or 'widow's walk.'

After the Civil War, the development of the picturesque styles continued, with the Stick style, Queen Anne Revival, Shingle style, and Richardsonian Romanesque Revival. Excellent examples of these styles exist in the commercial as well as residential sector.

Queen Anne Revival is particularly well represented in a variety of well-restored homes, such as the Gantert House (photo). The Richardsonian Romanesque style was popular in residential and municipal works as in 'The Pumphouse,' (photo) a recycled City Water Works, now home of Western Wisconsin Regional Arts.

At the turn of the century, with the nation embroiled in a dispute between the stylistic forces of the "eclectic" versus "modern" La Crosse savored the diversity of both.

The Prairie School, born in Chicago and nurtured at Taliesin, spread quickly to La Crosse. Here the style was promoted in the capable hands of Percy Dwight Bentley and Otto Merman, local architects who interpreted Wright's unique philosophy. Particularly residences of note are the identical Chase House and Wohlhuter House.

Another turn-of-the-century style that abounds is the Bungalow style, popularized in residential neighborhoods.

To add to the blossoming diversity of architectural styles in La Crosse, the area was swept by the national resurgence of eclecticism. The period was marked by the steep-roofed, half-timbered framing of English Tudor Revival, the classical detailing and grand entrances of Georgian Revival, and the red clay tile roofs and stucco of various hues of the Mediterranean Style. A representative example of English Tudor Revival is La Crosse's Northside Public Library, 1942, designed by Otto Merman.

La Crosse entered the post-war era with technological advances in the construction industry, and a new design aesthetic. River traffic was no longer as important as in the past. The stark and abstract International Style, imported from Europe, was welcomed in La Crosse. Examples of this style dot La Crosse's emerging skyline and are prevalent in mid-rise commercial buildings. The Hoeschler Exchange Building (photo), built in 1941, exhibits the rounded corner and bas-relief popular at the time. Another, the Trane Co.'s Administration Building was designed by Albert Kahn (photo).
Many details, vestiges of the past, are retained in current architecture. The corner entry was important to buildings at 'crossroads' locations such as the La Crosse Bank Building, at Third and Main, which was recently destroyed by fire. Today, Home Savings and Loan at Seventh and Main, by HSR in 1977, has a corner entry. Bay and oriel windows are evident in the Gund Building (photo), and the F. Doerre Store. Such windows now appear in residences such as the Terman House, 1978, by V.J. Schute Associates.

The use of cream-colored limestone, or 'Winona' stone, has always been a La Crosse trademark. It is evident at the Maria Angelorum Chapel, 1906, and Christ Episcopal Church, 1898. More recently, the First National Bank, remodeled in 1976, and the First Congregational Church, 1952, both use limestone as the primary facade material. For many years the stone was quarried in La Crosse, from Grandad's Bluff, until public reaction against defacement of the bluff ceased the quarrying.

Wood detailing was significant in residential and ecclesiastical architecture. The E. Hackner Company, a church furniture firm, provided many pieces for Maria Angelorum Chapel and local Queen Anne Style homes. Today the Esteban's Building, remodeled in 1979 by Myklebust Architects, has several examples of unique wood detailing.
The fifty square-block area of downtown La Crosse has surely seen ups and downs in its history. With commerce expanding through river and rail traffic, the city needed buildings for banking, retailing, hotels, offices, and warehouses. Again, commercial architecture had no single dominant style.

Flooding and fires are in large part responsible for the facelifting of downtown La Crosse. Two urban renewal projects have provided a major boost to the existing CBD, at a time that regional shopping centers threatened the very existence of retailing in downtown.

In 1980, the City celebrated the completion of its newest downtown urban renewal project known as "Harborview." Many suspected the project would be a white elephant, since the flood-damaged warehousing and retail buildings that formerly occupied the site were demolished in the late 1960's. The land sat vacant until 1977, when voters passed a referendum, endorsing the new $10 million La Crosse Center (photo), an arena and exhibition hall designed by HSR Associates as a replacement for the old Mary E. Sawyer Auditorium. HUD and EDA funds assisted in the financing. A new Radisson Hotel, also by HSR, adjoins (photo).

The third facility comprising Harborview is the new corporate headquarters of the G. Heileman Brewing Company (photo), a design-built office structure by Ebner Construction, La Crosse.

Because Harborview separates the commercial area of downtown from Riverside Park and the Mississippi, the City developed Harborview Plaza Mall (photo), an extension of Main Street which serves as a pedestrian link between downtown and the river. Designed by HSR, the mall is the culmination of the redevelopment, with construction completed in July, 1981. Sculptor Elmer Petersen created the mall's focus, three Winnebago Indians playing lacrosse.
ABOVE: La Crosse Center
RIGHT: G. Heileman Brewing Co.
Several trends, some of which are spinoffs of the Harborview effort, are evident in today's commercial architecture. Improvements in parking, pedestrian circulation, handicapped accessibility and bicycle usage are in progress. A second trend is the restoration of existing buildings for new commercial uses. A third trend is the reorientation of downtown toward the river; strangely enough, this is not customary with river towns.

A flurry of construction occurred near the turn of the century. The Pamperin Tobacco Building, 1880 (photo), reflects ornate embellishment not seen in today's architecture. Pamperin is on the National Register of Historic Places. The Bodega Lunch Club remains as popular today as when it was opened in the 1880's. Successful adaptive reuse is exemplified by the Freight House (photo), which was a Milwaukee Road freight station, restored and developed into a bar/restaurant and winery. Designed by Myklebust Architects, the Freight House was completed in 1979.

The Casino Bar was facelifted in Art Deco style in 1930 (photo); it typifies the traditional downtown drinking establishment. Esteban's, a Mexican restaurant and apartment building (photo), is another example of Myklebust Architects' renovation efforts. It was originally a hardware warehouse.

Along 4th Street, three late-19th century buildings - F. Doerre Store, Leinloken Bank, and Tauche Building blend together above street level to anchor a block of downtown. Financial institutions remain the backbone of the CBD. First National Bank, remodeled in 1976 by HSR, uses Winona travertine limestone, an indigenous material once quarried at La Crosse's Grandad's Bluff (photo). The MacMillan Building, 1880, is now State Bank of La Crosse.

In 1980, Valley View Mall opened on the Northeast corner of the city. A regional shopping center built by Dayton-Hudson (photo), it adds significantly to the economic base of the community. The Cookery (photo) is one example of the nine retail stores owned by La Crosse merchants and national chain stores designed by Myklebust Architects at the mall.
FAR ABOVE: City Hall
ABOVE: Post Office
ABOVE RIGHT: Logan High School
RIGHT: La Crosse Public Library
In the mid-1900's, La Crosse undertook its first redevelopment project, known then as Civic Center Plaza. The original La Crosse County Courthouse, City Hall, and Post Office were demolished and replaced. City Hall (photo), is a significant landmark in downtown. The new Post Office (photo), designed by Kratt-Myers Associates in 1978, was the final element.

La Crosse has three public libraries; Main Public Library (photo) was recently expanded, in 1979 by HSR, with the addition of exhibition space for the La Crosse County Historical Society.

Educational Opportunities in La Crosse are significant with Western Wisconsin Technical Institute, Viterbo College, the University of Wisconsin at La Crosse, and the National Fisheries Research Lab studying varied programs in many fields.

The U.S. Fish and Wildlife Service Fish Lab (photo), is a research facility designed by HSR in 1971. WWTI has a unique campus, a blend of old and new. Its newest facility, occupied in 1979, is a freestanding Child Care Center designed by Kratt-Myers Associates.

WWTI began with the Coleman Building and in 1970, HSR created the Kumm Building with skywalk, plaza, and fountain (photo).

UW-L's most recent projects include a preservation and interior remodeling of "Old Main" in 1980. In 1976, HSR received an AIA design award for North Hall (photo), a classroom facility. The La Crosse School District's newest building is Logan High (photo), a replacement for La Crosse's north side high school. HSR received a WSA design award for Logan in 1980.

La Crosse is a city deep in religious background. The Maria Angelorum Chapel (photo), is where Franciscan Sisters, two-by-two, have kept perpetual adoration since August, 1876, in a Romanesque chapel which replaced an earlier structure destroyed by fire in 1906. Christ Episcopal Church, another Romanesque example, completed in 1898, is of cream-colored limestone quarried from Grandad's Bluff. First Congregational Church, built in 1952, won a church-architecture design award for Carl Schubert and Associates.
St. Joseph the Workman Cathedral, dedicated in 1962, has a 216' steeple, a focal point in the city. Its neo-gothic architecture is of Wisconsin limestone.

La Crosse is certainly a place of recreational variety. The Mississippi River and Lake Onalaska offer fishing and hunting of great renown. Grandad’s Bluff stands 540' above the city, "like some huge battlemented castle," according to author Hamlin Garland. As a public park, it is a picturesque overlook of the three-state area.

La Crosse is a favorite stop-over for the Delta Queen, a 55-year old riverboat which cruises from New Orleans to St. Paul. La Crosse has an excellent park system and many sculpture and public fountains; Hixon Forest, near Grandad’s Bluff, is a naturally landscaped hiking area.

La Crosse is known nationwide (in fact, worldwide) for its medical community. Several of the medical institutions have recently completed building programs. La Crosse Lutheran Hospital and adjoining Gundersen Clinic (photo), both had major additions completed, in 1979, by HSR. The St. Francis Medical Center also expanded (photo), a 1980 project designed by Flad Associates, Madison. The Chileda Institute (photo), is an habilitation center for multiply handicapped children, designed by Kratt-Myers Associates in 1979.

At nearby West Salem, the County of La Crosse constructed a new nursing and mental institution called Lakeview. Designed in 1974 by HSR, Lakeview (photo), is a series of buildings grouped in a farmlike setting, overlooking Lake Neshonoc. La Crosse County has recently dedicated its new addition to Hillview nursing home, designed by Schubert-Molzahn. Bethany Lutheran Home in constructing a new skilled nursing facility on Green Island, near Lutheran Hospital; it was designed by HSR.
La Crosse is blessed with having major industries, transportation, and utilities situated here. Architecturally, they have a significant impact on the built environment.

The Trane Company, with its international headquarters and many manufacturing plants in La Crosse, is a major producer of HVAC equipment. The G. Heilman Brewing Company is currently the nation's fifth largest brewer, and is poised to move higher on that list.

The Army Corps of Engineers locks and dams, along the Mississippi, are in themselves intriguing architectural forms. The river remains vital to La Crosse's commerce, with six barge lines carrying a variety of raw materials and agricultural commodities to domestic and foreign markets. The river is a part of the complex of interstate highway, rail, and air routes.

Both Dairyland Power and Northern States Power Company serve the area's energy needs. Dairyland is now completing a new service center, designed by HSR, which utilizes passive and active solar energy for space and domestic water heating.

Significant architectural examples include the Torrance Foundry (photo), by Kratt-Myers Associates, the Occupational Rehabilitation Center (photo) with its original facility designed by HSR and recently expanded by Myklebust Architects, and the La Crosse Printing Company, a 1975 earth-sheltered building, and La Crosse Tribune Building, 1973, both by HSR.
Many residential building efforts of today are demonstrating the 'river city' vernacular, and an understanding of the environment, as well as imaginative responses to La Crosse's architecture of the past.

Lumber barons, financiers and retailers built impressive, and sometimes lavish, homes in the early days of La Crosse. Not to be outdone by an earlier effort, those builders sought bigger and 'better' homes. Thus the move toward yet another architectural style is understandable.

Many original homes are still well preserved. The Ott House (photo), illustrates La Crosse's rich, flamboyant past, while the Holway House (photo), is one of the more elegant tradition. The Salzer House, 1914 (photo), is perhaps the best example of Prairie School adapted to La Crosse. The home of Harry and Signe Schroeder (photo), blends well into an older neighborhood with refined contemporary detailing.

Both single and multiple-family housing are significant facets of La Crosse's architecture. The Gassen House and Blomquist House (photos), both by V.J. Schute Associates, are the most current single-family examples. Juniper Estates Condominia (photo), by Hurt-Halweg Architects of Winona, and a renovation of the Cullman Hotel in West Salem by Osen-Schroeder Partnership are other examples.

Both the City of La Crosse and La Crosse County operate strong housing authorities. The Ping Manor and Forest Park, both recently designed by HSR, are just 173 of the 718 units operated by the Housing Authority of the City of La Crosse. River Oaks (photo), HSR's WHFA housing by Warren Loveland, Jr., is La Crosse's most recently completed multi-family housing for low and moderate income.

This analysis is meant to familiarize the reader with the diversification and quality of La Crosse's architecture. Much of today's built environment found its beginnings in our rich past. The people of La Crosse are a proud group, proud of the efforts of those before us, and hopeful of the opportunities of the future.

For the convenience of the reader, a guide appears on the last page of this study; you are invited to enjoy La Crosse's architecture for yourself.
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SOCIETY NEWS

SOUTHWEST TOURS
SOLDIERS GROVE

A bus load of members of the Southwest Chapter of the Wisconsin Society of Architects spent a day touring Soldiers Grove, Wisconsin.

Soldiers Grove was forced to relocate its business district to higher ground after severe floods in 1978, the most recent of several such disasters. The tour, conducted by Rodney Wright, FAIA, focused on the use of a renewable resource - wood and an inexhaustible source of energy - the sun - in rebuilding its business district.

A grant from AIA was obtained to assist in funding the tour. Pictured below are the Southwest Chapter Officers: Emma Macari, President; Rich Maleniak, Vice President; and Doug Kozel, Secretary-Treasurer. Also pictured is Rodney Wright, FAIA.

EMERITUS MEMBERSHIP

Both WSA and AIA provide for Emeritus Membership. This classification is open to anyone who has been a member of good standing in the WSA and AIA for 15 successive years and has attained the age of 70, or the age of 60 and is retired from the profession of architecture. Emeritus members may use the title Member Emeritus written in full after the initials AIA or FAIA, as the case may be. WSA waives all dues for Emeritus Members and AIA substantially reduces its dues for those individuals who have been granted status as Emeritus Members.

For further information contact the WSA office.
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(We are Midwest distributors for Bangkok Industries, Inc., Philadelphia.)
Brust Zimmerman has announced a corporate reorganization and name change. The firm is now called the Zimmerman Design Group. Their phone number and address remains unchanged.

Robert Westphal, AIA, former Building Regulations Administrator for the City of Wauwatosa has assumed the position of Administrator of Construction Inspection with the City of Milwaukee. Mr. Westphal can be contacted at his office in Milwaukee (414) 278-2854.

Edwin A. Sanborn & Associates and David Schreiber and Associates announce the joining of their professional offices and formation of The Sanborn Group, Inc., 531 North Pinckney Street, Madison, Wisconsin.

Charles W. Yoder and Associates has moved to 7905 W. Appleton Ave., Milwaukee, Wisconsin 53218. Their new phone number is (414) 358-3710.

MEMBERSHIP ACTIONS

Raney Christiansen, was approved for Associate Membership in the Northeast Chapter.

Leo P. Karasinski, was approved for Student Membership in the Northeast Chapter.

Clifford A. Osen, was approved for AIA Membership in the Northeast Chapter.

Samuel W. Severson, was approved for Prof. Affiliate Membership in the Northeast Chapter.

Robert J. Sieger, was approved for AIA Membership in the Southwest Chapter.

ARCHITECTURAL REFRESHER

The School of Architecture and Urban Planning-Extension Program at the University of Wisconsin - Milwaukee will offer a two day refresher in preparation for Professional Architectural Exam. The refresher will be held in Milwaukee on Friday and Saturday, November 13 and 14, 1981, and will be based on the format of the NCARB Test Guide.

This year's architectural refresher will consist of presentations and workshops following the format and content of the 1980 NCARB Test Guide, which includes much of the 1980 Professional Examination.

Since the refresher is also patterned after the NCARB Test Guide, it is suggested that each candidate obtain a copy and be familiar with it and the references listed in the study bibliography. Copies of the Guide will be available from:

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The registration fee is $50.00, and a check made out to the University of Wisconsin — Extension should accompany the registration information requested below and mailed to:

Dept. of Architecture & Urban Planning
U.W. - Milwaukee
P.O. Box 413
Milwaukee, WI. 53211

The fee covers the refresher only and participants will be required to make their own arrangements for food and lodging. Meetings which will run from 9:00 to 4:00 each day will be held in ENGELMAN HALL, UWM CAMPUS.

FOR ADDITIONAL INFORMATION CONTACT DIANE OSWALD, (414) 963-6714, OR BRIAN OSCHWALD, PROGRAM COORDINATOR (414) 963-4014.

**SURVEY LIABILITY TRAP**

Should an architect include survey materials with the Construction Documents that are submitted to potential contractors?

Recent discussions with representatives at AIA and Victor O. Schinnerer indicate that an architect who includes survey material with the Contract Documents might be incurring a potential liability should the survey materials be incorrect.

According to the General Conditions of the Contract for Construction (AIA Document A-201) the owner has a duty to furnish all surveys . . . not the architect. This responsibility is confirmed by the Standard Form of Agreement Between Owner and Architect (AIA B-141) which specifies surveying responsibilities as an additional service.

The problem created in including surveys in the Contract Documents prepared by the architect is the possible implication that the Architect has reviewed and approved the survey and therefore is potentially responsible should the survey be incorrect.

While neither AIA or Schinnerer have a specific policy on this point, representatives of both organizations recommend against including survey material in the Contract Documents.

For those architects who choose to include survey materials within the Contract Documents consult your attorney and consider the following precautions:

1. The survey materials should be reproduced in full, and not altered or interpreted by the architect.

2. The Contract Document should specifically provide that the inclusion of the survey materials is at the request of the owner and purely for the convenience of the contractor.

3. The Contract Document should indicate that the survey materials were developed by the surveyor in contract with the owner.

4. The Contract Document should indicate that any additional information or request pertaining to the survey should be directed to the owner.
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5. All materials should reflect the surveyor's stamp and be on the surveyor's letterhead.

6. The Contract Documents should provide that the architect makes no warranties or representations with reference to the accuracy and completeness of the survey documents.

As with all matters of legal consequence, you must consult your attorney. The WSA has not taken a position on this matter and makes no warranties or representations as to which practice you should follow.

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