

Evaluation of Significance

**802 Regent Street
Madison, Dane County, Wisconsin**



Prepared for

**CRG Services Management
Attention: Alison Mills
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by

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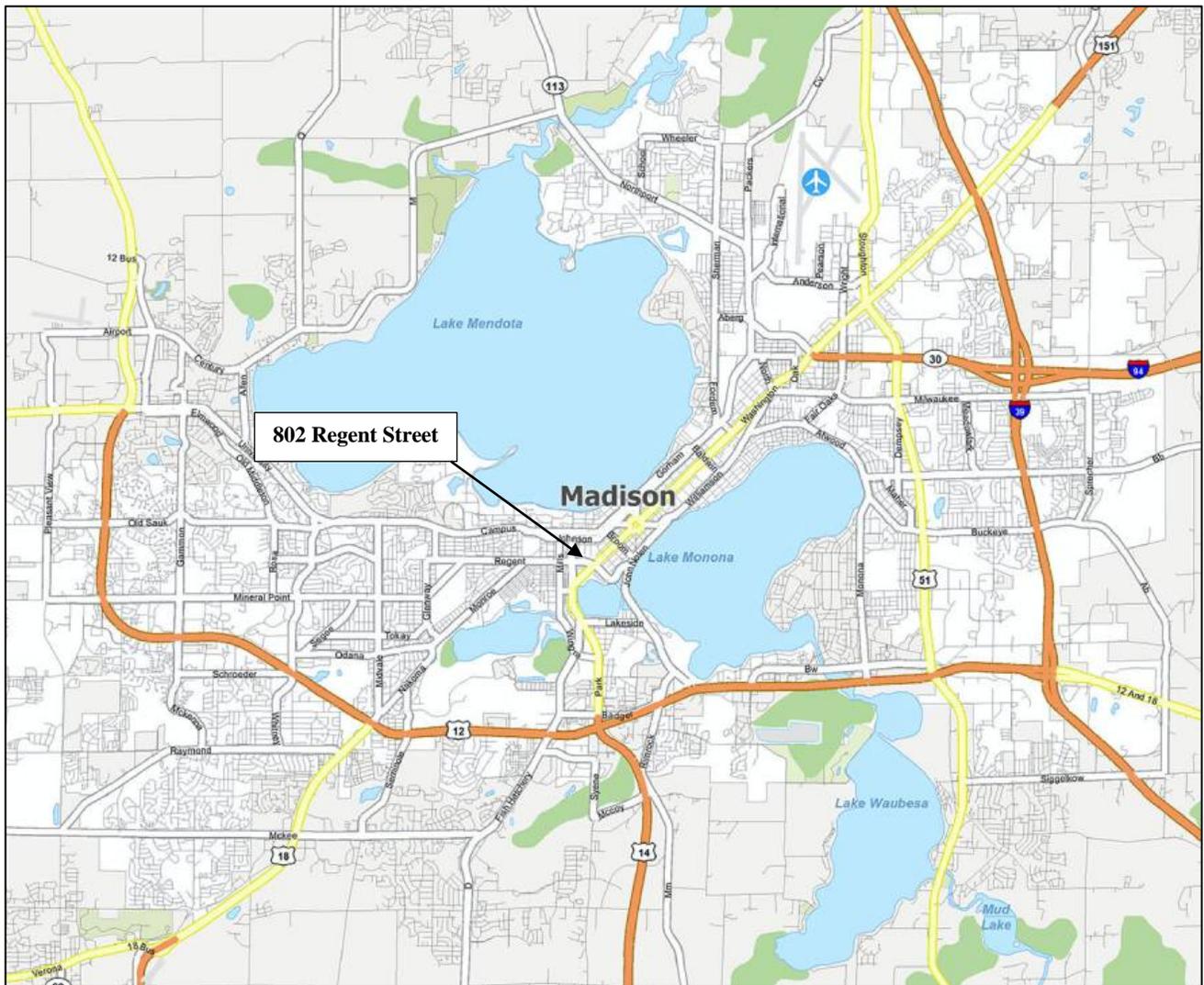


Figure 1. Location Map.



1.0 STUDY OBJECTIVES AND METHODS

The objective of this study was to conduct historical research on the building at 802 Regent Street, Madison, Wisconsin (Parcel number 070923225267) to determine if the property meets the City of Madison local designation criteria and/or National Register of Historic Places designation criteria. The evaluation also examined the historic integrity of the building.

The property was photographed in March 2022. Historical research relied on Madison maps and aerials, building permits, city directories, census records, property abstracts and newspapers. Archives at the Wisconsin Historical Society, University of Wisconsin Library and the Madison Public Library were utilized.

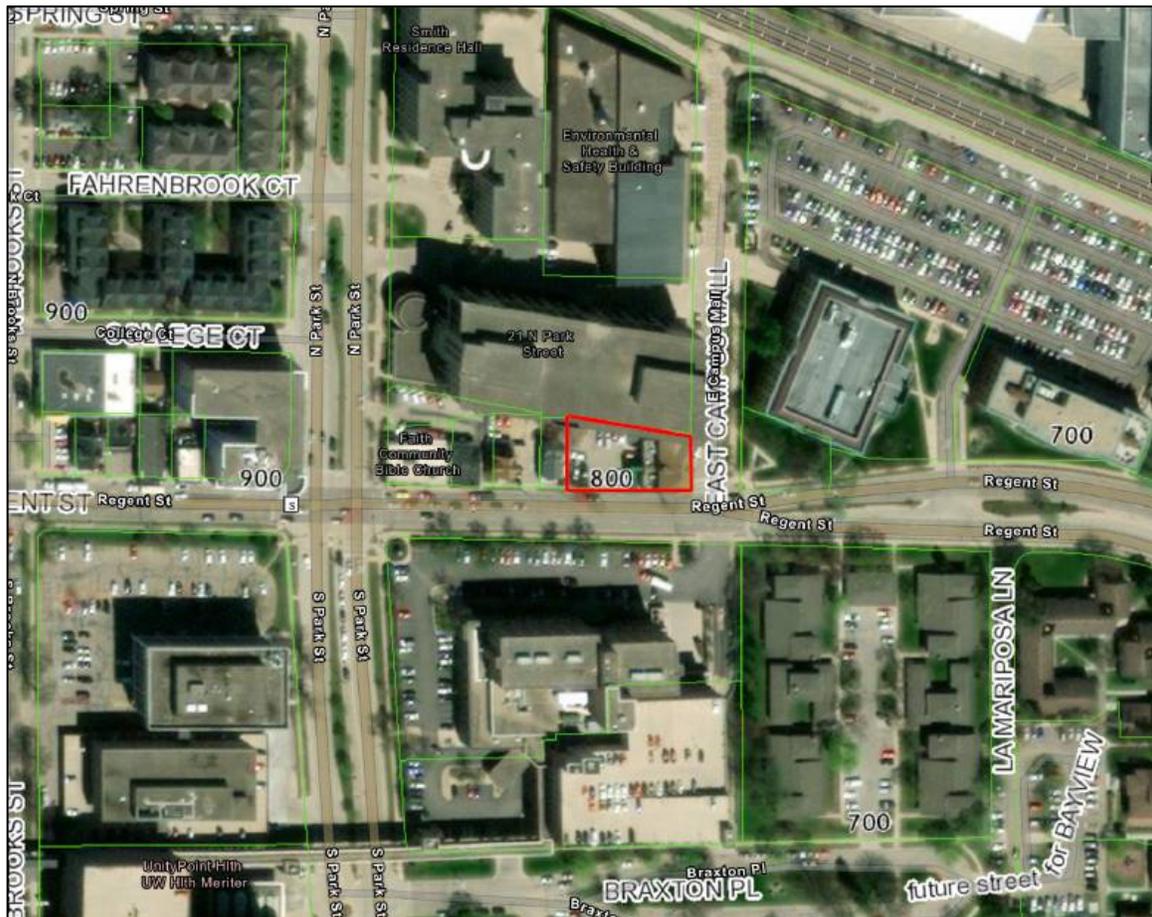


Figure 2. Aerial view, property outlined in red. (City of Madison, 2022)

2.0 PROPERTY DESCRIPTION

Location

The building at 802 Regent Street is located in the “Near West” neighborhood of Madison. The building occupies the northwest corner of the intersection of Regent Street and East Campus Mall (originally Murray Street). The building was constructed in ca. 1923 and the property includes portions of Lots 7, 8, and 9 of Harloffs Subdivision of Outlot 10 University Addition. An apartment building is proposed for the width of the block.

The area surrounding the building has been significantly altered since construction. Beginning in the 1960s, urban renewal projects removed much of the late nineteenth-century residential fabric. The restaurant that was once connected to the west elevation of 802 Regent Street was destroyed by fire in 1960 and a surface parking occupies the space. The buildings at the north of the parcel were replaced in 2006 by a seven-story building for the University of Wisconsin. The building, 21 North Park Street Building, provides university administrative offices at the upper floors and indoor parking at the lower four stories. The six-story building at the south of the building, 1 South Park Clinic, is part of the UW Health services system. The parcel block retains two late-nineteenth residences and a mid-twentieth century commercial building; these buildings are also proposed for demolition as part of the redevelopment project.

Building

The two-story brick building was built in ca. 1923. Building permits were first recorded in Madison in ca. 1922 and a building permit for this building has not been located. The Craftsman style commercial building is clad in brown brick and rests on a poured concrete foundation. The hipped roof is clad in composition shingles and a brick chimney pierces the east slope. The wide eave has aluminum soffits. Storefronts and first-story windows have replacement aluminum sash.



Figure 3. South elevation, 802 Regent Street (March 2022)

South Elevation

The façade (south elevation) faces Regent Street and is divided into two bays with a central entrance. The entrance is flanked by replacement aluminum storefronts. At the upper story, a central, recessed porch has entrances to each apartment and a decorative balcony railing. Each bay has two, six-over-one, wood windows with aluminum combination storms. There is a central dormer with mismatched sash. There is a one-story addition (2000) at the west elevation. The addition has a flat roof and is void of openings at the south elevation. The addition has a covered walkway with orange brick piers supporting an arched, metal canopy.



Figure 4. East elevation, 802 Regent Street (March 2022)

East Elevation

The east elevation faces East Campus Mall (previously Murray Street). Windows at this elevation vary in size and have irregular spacing. Openings at the first story have fixed, replacement aluminum sash. Windows at the second story have six-over-one sash with combination aluminum storms. The three basement openings have been filled with wood panels. There is a central, hip-roofed dormer at the roof. The two-story, egress stair addition (2000) at the north is accessed at the west elevation. The addition is clad in stucco and brick and has an arched metal canopy on orange brick piers.



Figure 5. West elevation, 802 Regent Street (March 2022)

West Elevation

The west elevation faces a surface parking lot and features the one-story brick entrance addition (2000). The addition has a covered walkway and patio marked by an arched canopy resting on brick piers. The addition largely obscures the original elevation of the building at 802 Regent Street.



Figures 6 and 7. North elevation (rear), 802 Regent Street (March 2022)

North Elevation

The two-story egress stair addition (2000) largely covers the historic north elevation. The stair addition is clad in stucco and has entrances at the west and east elevations.

Alterations

The building has undergone a number of alterations and additions that diminish historic integrity. The restaurant (1940-1960) at the west elevation burned in 1960. The area remains a surface parking lot.

In 2000, the building was significantly renovated with additions at the west and north. The historic storefronts and stairs were removed and replaced with aluminum systems. Historic images show that there were originally two stores at the first story with stairs to each store; the central stair may have accessed the second-floor apartments. At the interior, the two storefronts were combined into one open space. The two second-story apartments were renovated to create three apartments.

The surrounding area has been significantly altered since building construction. In 1947, Murray Street was widened into the East Campus Mall, which removed the east side yard of the building. The area to the south of Regent Street was redeveloped in 1960. The parcel at the north is occupied by a University of Wisconsin office building and parking ramp (2006).

3.0 PROPERTY HISTORY

3.1 Neighborhood Development History

The Greenbush Addition of Madison was platted in 1854 and encompassed the blocks bound by Mills Street east to Murray Street and Regent Street south to Erin Street.¹ The addition, to the south of downtown Madison, developed with nineteenth-century houses and neighborhood commercial stores.² The land at the east of the Greenbush Addition next to Lake Monona was too marshy for development until it was filled. In 1901, the nineteen-acre filled area was platted into Pregler's Addition. A number of houses were moved to the parcels and marketed to the city's new immigrants.³ This triangular area, south of the Milwaukee Road railroad tracks, was considered part of the greater Greenbush area.



Figure 8. Madison Plat Map of Greenbush neighborhood in 1904 with the future site of 802 Regent Street circled. (Levitan and WHS)

The majority of Wisconsin's residents claiming Italian ancestry arrived in the state between 1889 and 1920.⁴ In 1920, Italians were the third largest immigrant community in Madison and the

¹ Stuart D. Levitan, *Madison in the Sixties* (Madison: Wisconsin Historical Society Press, 2018), 40.

² *Ibid.*

³ Levitan, 40; Timothy F. Heggland, *The Greenbush-Vilas Neighborhood: A Walking Tour* (Published by the Madison Landmarks Commission and the Brittingham-Vilas Neighborhood Association, 1991), 4.

⁴ Kazimierz J. Zaniewski, and Carol J. Rosen, *The Atlas of Ethnic Diversity in Wisconsin* (Madison: The University of Wisconsin Press, 1998), 139.

majority lived in Greenbush.⁵ While Italian immigrants constituted the largest ethnic group to settle in the Greenbush neighborhood, the area was also inhabited by Jews, Poles and African-Americans.⁶ As Allison Strechenbach and other historians have noted, the Greenbush neighborhood was a community of multiple ethnic groups, but Italian culture was prevalent as the Italians attempted to replicate their old world villages with cafes, schools, Catholic churches, parades and festivals.⁷ Regent Street developed as a busy thoroughfare of restaurants and grocery stores as well as houses. The Italian Workmen’s Club (locally designated landmark) was built by local contractor, John Icke, at 914 Regent Street in 1922.⁸



Figure 9. Map of Greenbush in ca. 1930 before redevelopment with building at 802 Regent Street circled. (Tony Guastella, 1998)

The Greenbush neighborhood was redeveloped by the Madison Redevelopment Authority (MRA) in 1960. In 1954, the MRA created a seven-acre plan, Brittingham project, for urban renewal in the area between West Washington Avenue and West Main Street. In 1957, the “Triangle Project” encompassing fifty-two acres between West Washington Avenue, Regent Street and Park Street was slated for redevelopment. The projects displaced approximately 1,155 residents of Madison’s primary immigrant and ethnic community.⁹ The city’s claim for renewal held that the area had incompatible land uses, including a meat packing plant, junkyards, taverns and liquor

⁵ Barbara Wyatt et al, “Cultural Resource Management in Wisconsin: A Manual for Historic Properties, Volumes I-III.” (Madison: Historic Preservation Division of the State Historical Society of Wisconsin, 1986), Section 9-4; David V. Mollenhoff, *Madison: A History of the Formative Years* (Dubuque: Kendal Hunt Publishing Company, 1982), 425.

⁶ Allison Strechenbach et al., *Bulldozed History: A Visual Representation of Greenbush* (Madison: University of Wisconsin Capstone Research, 2018), 6.

⁷ *Ibid*, 15.

⁸ City of Madison Landmarks Commission nomination form, 1989.

⁹ Levitan, 44.

stores as well as deteriorated sewers and streets.¹⁰ The commercial building at 802 Regent Street was located on the north side of Regent Street and survived the urban renewal of 1960, but lost the majority of its local clientele.

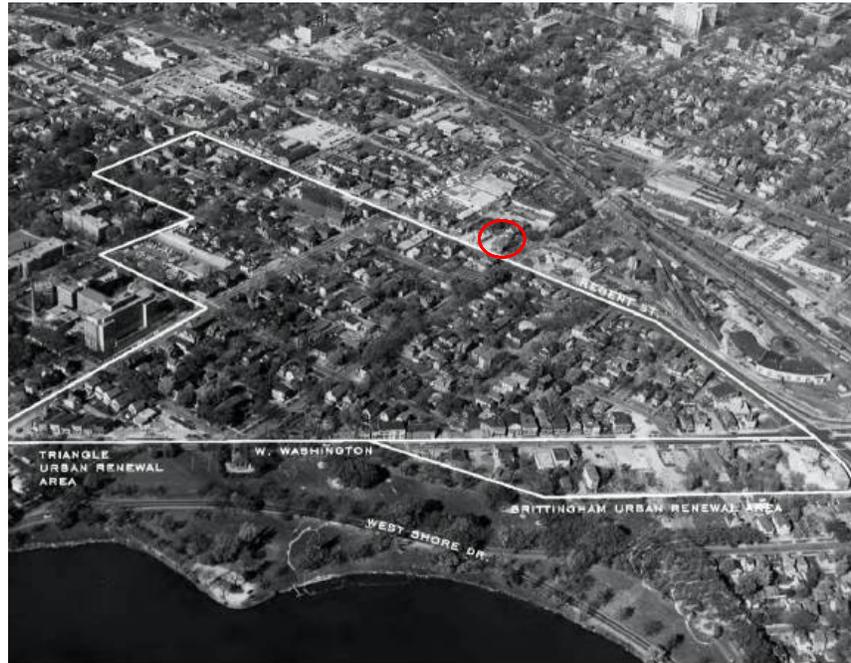


Figure 10. The Triangle and Brittingham urban renewal areas in 1960, 802 Regent Street building circled. (Levitan and WHS)

A significant number of Italian Americans moved to the Madison suburbs, specifically Westmorland, before the urban renewal period.¹¹ Following WWII, many Italian American families were able to afford suburban homes as a result of the G.I. Bill.¹² In the 1950s, many ethnic communities in Wisconsin's largest cities typically moved to the suburbs.¹³

3.2 Building at 802 Regent Street

The building at 802 Regent Street was built in ca. 1923 by Benedetto DiSalvo (1878-1964). DiSalvo was born in Bagheria, Sicily in 1878 and married Vincenza Tralongo (1877-1919) in ca. 1902. In ca. 1903, he immigrated to Milwaukee and worked at a bakery.¹⁴ In 1910, Vincenza DiSalvo and son, Cosimo (1904-1988), joined Benedetto in Milwaukee.¹⁵ In 1915, DiSalvo was employed as a saloonkeeper and rented a saloon from Frank Spicuzza on Huron Street in Milwaukee; he lived above the saloon with his wife and four children. Vincenza died in 1919

¹⁰ Levitan, 44.

¹¹ Antonia Rath, "From the Paese to the Suburbs: The Italian American Experience in Madison, Wisconsin," 14. Accessed February 19, 2022, https://westmorlandhistory.files.wordpress.com/2015/rath_italianamericanexperience.pdf.

¹² Ibid.

¹³ Zaniewski, 185.

¹⁴ U.S. Federal Census 1910 SD 4, ED29, Sheet 4B. Census records of 1910 have DiSalvo arriving in Milwaukee in 1903 and in 1930 they list his arrival in 1906; his family records the arrival as 1907.

¹⁵ Benedict J. DiSalvo, *Sicilian Loves* (Madison: Benedict J. DiSalvo, 2017), 18.

during the birth of her fifth child.¹⁶ Family history claims Benedetto DiSalvo was in the “grape business” and had partners in Chicago and Madison.¹⁷ One partner from Madison, Raffaele Reda (1877-1919), died in California during a grape purchasing trip.¹⁸ With Prohibition beginning in 1920, DiSalvo’s saloon was closed and he married Raffaele’s widow, Francesca Reda (1881-1958), of Madison. They lived in Milwaukee before moving to Madison in ca. 1923 and building a commercial building at 802 Regent Street.¹⁹ The DiSalvos operated a grocery in one-half of the store and leased the other half; the DiSalvos and their eight children lived above the store.²⁰ It appears that DiSalvo may have leased the lower commercial storefronts and operated a door-to-door pasta and grape delivery service in the early years.²¹ In 1939 DiSalvo announced a grocery store grand opening.²² When DiSalvo opened the grocery store, it was one of 16 Italian-owned groceries in the neighborhood.²³ According to family historian Benedict J. DiSalvo, the family supplemented the income as bootleggers and also sold grapes and sugar to illegal distillers.²⁴

In 1941, following the end of Prohibition in 1933 and with the economic growth following the Great Depression, the DiSalvos built a one-story restaurant (810 Regent Street) at the west of their two-story commercial building.²⁵ The “Spaghetti House” got a liquor license and was managed by Benedetto’s oldest son, Cosimo “Cosmo” DiSalvo (d. 1987) and his wife, Mary Masino (d. 1999). They lived at 912 Regent Street.²⁶ After World War II, the Park and Regent Street intersection was referred to as “Spaghetti Corners” because five Italian restaurants congregated there.²⁷ Benedetto DiSalvo retired in 1945 and, in 1957, he and his wife moved to 9 Orchard Street.²⁸ That year, the two apartments at the upper floor of the building at 802 Regent Street were leased to Leila M. Blanchard and Gerald R. Lindelien.²⁹ Francesca DiSalvo died in 1958 and Benedetto DiSalvo died in 1964; he is buried in Milwaukee.³⁰

¹⁶ Milwaukee Directory 1915; DiSalvo, 24.

¹⁷ DiSalvo, 29.

¹⁸ Ibid.

¹⁹ DiSalvo was still listed in the Milwaukee Directory of 1924.

²⁰ U.S. Federal Census 1930, Madison Directories.

²¹ DiSalvo, 51.

²² *The Capital Times*, March 3, 1939.

²³ Heggland, 15. The map in Figure 9 labels five grocery stores.

²⁴ DiSalvo, 51.

²⁵ *Wisconsin State Journal*, September 13, 1941, 14.

²⁶ *The Capital Times*, November 2, 1961, 18; DiSalvo, 79.

²⁷ Lindsay Woodbridge, “Greenbush: A Center of Economic and Cultural Capital,” University of Wisconsin paper, 2004, 5. Accessed February 19, 2022, http://www.williamcronan.net/courses/460/place_papers/46Upper_Woodbridge_2004.pdf.

The five restaurants were: Jimmy’s Spaghetti House, DiSalvo’s Spaghetti House, Bunky’s, The Roman Inn and Tiny’s Lunch.

²⁸ Madison Directory, 1957; Heggland, 15.

²⁹ Madison Directory, 1957.

³⁰ *The Capital Times*, February 27, 1964, 38.



Figure 11. DiSalvo's Restaurant at left and store at right in 1941. (*The Capital Times*)

The early 1960s urban redevelopment in Greenbush devastated local businesses and the DiSalvos were further ruined when the restaurant burned in 1960. Cosmo DiSalvo requested a liquor store license for the commercial space in the building at 802 Regent Street and may have operated a bar for a while.³¹ DiSalvo's brothers, Samuel (1912-1976) and Thomas (1913-1987), operated the grocery store on the other side of the building.³² In the 1970s, the grocery no longer catered to an Italian community and instead provided groceries to university students.³³ In 1984, Thomas DiSalvo closed the grocery store and sold the building at 802 Regent Street for \$155,000.³⁴



Figure 12. The building at 802 Regent Street in March 1974. (WHS)

³¹ *The Capital Times*, November 2, 1961, 18. The liquor store/bar was located at the west side of the building (804 Regent Street) and the grocery was located at east side (802 Regent Street.)

³² *Wisconsin State Journal*, June 27, 1984, 1.

³³ *Wisconsin State Journal*, June 27, 1984, 1.

³⁴ *Wisconsin State Journal*, June 29, 1984, 14.

Bruce Wunnicke and Randall Alexander purchased the building at 802 Regent Street from the DiSalvos.³⁵ The Alexander Company, a real estate and development firm, maintained offices on the first floor and rented the second-floor apartments.³⁶ The building was sold to Robert Lehmann in 1991 and transferred ownership again in 1998, 2000, 2006 and 2010.³⁷ In 1997, the wood soffit was replaced with aluminum soffit and fascia.³⁸



Figure 13. 802 Regent Street in ca. 1986. (WHS)

In 2000, the building underwent a major renovation for Buck's Madison Square Garden Restaurant.³⁹ The two, first-floor commercial spaces were joined into one space and the historic storefronts were replaced with aluminum systems. A one-story entry addition was built at the west and a two-story stair addition was built at the north. A new boiler and HVAC were installed. The upper floor was converted into three apartments. In 2012, two electric signs were installed at the building corners to reflect the bar ownership change to Buckingham's Bar and Grill.⁴⁰

³⁵ *Wisconsin State Journal*, June 29, 1984, 14

³⁶ *Wisconsin State Journal*, December 16, 1984, 16,

³⁷ City of Madison Assessor.

³⁸ City of Madison Building Permit #197279063B.

³⁹ City of Madison Building Permit #200196010B.

⁴⁰ City of Madison Zoning Permit #2012-00189 and #2012-00190.

4.0 EVALUATION

4.1 City of Madison Local Designation Criteria for Evaluation

Chapter 41, Historic Preservation of the Madison Code of Ordinances, outlines the process for reviewing historic resources and designation criteria. According to Section 41.07, a site, improvement, or site with improvements may be designated as a landmark if the proposed landmark meets any of the following:

- (a) It is associated with broad patterns of cultural, political, economic or social history of the nation, state or community.
- (b) It is associated with the lives of important persons or with important event(s) in national, state or local history.
- (c) It has important archaeological or anthropological significance.
- (d) It embodies the distinguishing characteristics of an architectural type inherently valuable as representative of a period, style, or method of construction, or of indigenous materials or craftsmanship.
- (e) It is representative of the work of a master builder, designer or architect.

4.2 Integrity

Chapter 41 of the Madison Code of Ordinances does not take into account the importance of integrity when evaluating a landmark. The National Park Service-National Register of Historic Places explains that integrity must be considered *before* significance. *How to Apply the National Register Criteria for Evaluation* (NRB 15), explains that location, design, setting, materials, workmanship, feeling and association of a property should be considered *before* historic significance.⁴¹

According to NRHP bulletin chapter, *Understanding the Aspects of Integrity*:

Location is the place where the historic property was constructed or the place where the historic event occurred. Except in rare cases, the relationship between a property and its historic associations is destroyed if the property is moved.

Design is the combination of elements that create the form, plan, space, structure, and style of a property. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials.

Setting is the physical environment of a historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the *character* of the place in which the property played its historical role.

⁴¹ U.S. Department of the Interior, National Register Bulletin 15, "How to Apply the National Register Criteria for Evaluation," 1997.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. A property must retain the key exterior materials dating from the period of its historic significance.

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. Workmanship is important because it can furnish evidence of the technology of a craft, illustrate the aesthetic principles of a historic or prehistoric period, and reveal individual, local, regional, or national applications of both technological practices and aesthetic principles.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.

Association is the direct link between an important historic event or person and a historic property.

4.3 Evaluation

Integrity

NRHP Bulletin 15, *How to Apply the National Register Criteria for Evaluation*, explains that location, design, setting, materials, workmanship, feeling and association of a property should be considered ***before*** historic significance.

The building at 802 Regent Street maintains its historic *location*.

The commercial building *design* has been significantly altered with replacement of the character-defining storefronts and entrances. Additions at two elevations further damaged the historic design. The alterations resulted in the loss of the historic pattern of solids and voids that was integral to the original design.

The *setting* is significantly altered. The streets were widened in the 1940s and again in the 1960s. The surrounding nineteenth-century residential district was largely demolished in 1960. The two-story building is surrounded by large-scale new development including the seven-story, full-block office building at the north and the hospital at the south. The parcel at the west is a surface parking lot.

The *materials* and *workmanship* were damaged with the replacement of storefronts, doors, windows and soffits.

The building continues to express the *feeling* of the period of construction through its overall massing.

The quality of *association* is altered because the building is no longer a grocery store, which was located in the building from ca. 1923 to 1984.

Overall, the character of the building and its setting have been significantly altered and no longer retains sufficient integrity to convey its significance.

City of Madison Criteria

To be considered for City of Madison landmark listing, the property must qualify in significance following the criteria:

a. It is associated with broad patterns of cultural, political, economic or social history of the nation, state or community.

The commercial building at 802 Regent Street, constructed in ca. 1923, was built for Benedetto and Francesca DiSalvo. Like many turn-of-the-century commercial buildings, the proprietors lived above the store. Records indicate that the DiSalvo family operated a grocery in the building between 1939-1984 and an attached restaurant (razed) from 1941-1960. The DiSalvo Grocery was one of many Italian businesses operating in the Greenbush neighborhood. A survey of the extant Italian-owned businesses has not been completed, but the Italian Workman's Club at 914 Regent Street is locally designated for its direct association with the Italian immigrant community. The Di Salvo property, however, does not retain the historic exterior or interior integrity of its grocery store use.

b. It is associated with the lives of important persons or with important event(s) in national, state or local history.

Benedetto DiSalvo moved to Greenbush ca. 1923 and operated the grocery store at 802 Regent Street from ca. 1939 to 1945. DiSalvo's sons continued to operate a bar and grocery store in the building until 1984. The DiSalvo family and their businesses are locally significant to the Italian immigrant history of the Greenbush community and Madison. Due to alterations, the building at 802 Regent Street is no longer representative of the DiSalvo ownership period and is not eligible for local designation.

c. It has important archaeological or anthropological significance.

The property does not have important archaeological or anthropological significance.

d. It embodies distinguishing characteristics of an architectural type inherently valuable as representative of a period, style, or method of construction, or of indigenous materials or craftsmanship.

The building at 802 Regent Street is a common architectural type located throughout the commercial streets of Madison. Furthermore, the two-story, brick commercial building has multiple alterations and does not embody the period of construction or architectural style.

e. It is representative of the work of a master builder, designer or architect.

The original building permit has not been located and a builder or architect has not been associated with the building.

4.4 Recommendation

The building at 802 Regent Street has had exterior alterations that diminish its integrity. The building therefore does not convey its historic significance nor meet local criteria for designation.

5.0 SOURCES CONSULTED

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Collections

Madison Public Library
University of Wisconsin Library
Wisconsin Historical Society (WHS)