

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (1)
Revised January 30, 2008

Name of Building or Site
Common Name

Historic Name (if applicable)
Winterbotham Building

Location

Street Address
25-27 North Pinckney Street

Aldermanic District
4

Classification

Type of Property (building, monument, park, etc.)
building

Zoning District
C4

Present Use
Restaurant and store

Current Owner of Property (available at City Assessor's Office)

Name(s)
Crescent LLC

Street Address
25 N Pinckney St

Telephone Number

Legal Description (available at City Assessor's Office)

Parcel Number
070913330076

Legal Description
SE 22 ft, Lot 1, Block 101, Original Plat,
exc. NE 12 ft used as alley right-of-way.

Condition of Property

Physical Condition (excellent, good, fair, deteriorated, ruins)
Excellent

Altered or Unaltered?
Altered

Moved or Original Site?
Original Site

Wall Construction
Brick

City of Madison
LANDMARKS AND LANDMARK SITES NOMINATION FORM (2)

Historical Data

Original Owner
Lydia Winterbotham

Original Use

Architect or Builder
Edward Sharp (builder)

Architectural Style
Richardsonian Romanesque

Date of Construction
1897

Indigenous Materials Used

List of Bibliographical References Used

Madison City Directory. Madison: G.R. Angell and Company, 1911, 1914, and 1919.

Madison City Directory. Milwaukee: Wright Directory Company, 1921, 1923, 1925, 1929, 1931, 1935, 1945, 1950, and 1955.

Madison, Wisconsin. City of Madison Department of Planning and Development. Building Permit Records.

Madison, Wisconsin. City of Madison Office of the Historic Preservation Planner. Survey File and Tax Rolls.

Madison, Wisconsin. Wisconsin Historical Society. Archives.

Madison, Wisconsin. City of Madison, Office of the Historic Preservation Planner. Survey File.

Mollenhoff, David V. *Madison: A History of the Formative Years.* Second edition. Madison, Wisconsin: The University of Wisconsin Press, 2003.

Rankin, Katherine H. "Madison Intensive Survey: Architecture." Report prepared for the City of Madison and the Wisconsin Historical Society, 2006.

Rankin, Katherine H. "Madison Intensive Survey: Historic Themes." Report prepared for the City of Madison and the State Historical Society of Wisconsin, 1994.

Williams, Zane. *Double Take: A Rephotographic Survey of Madison, Wisconsin.* Madison, Wisconsin: The University of Wisconsin Press, 2002.

Form Prepared By

Name and Title
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Date Nomination Form Was Prepared

November 2007

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (3)

Describe Present and Original Physical Construction and Appearance.

The Lydia Winterbotham Building is a three-story structure of brick construction with a rock-faced, cast concrete block front facade. Erected in 1897,¹ it is Richardsonian Romanesque in style. The storefront has been remodeled at least twice. The present storefront dates from 2002,² and is composed of an entrance on either end of the façade, separated by three display windows. Above, a signboard extends across the façade, surmounted by a series of fixed, single-pane windows. The previous storefront, installed c. 1952,³ consisted of a bank of deeply-recessed, metal-and-glass display windows and doors, framed with planters of narrow courses of rock-faced stone. The signboard area was a blank, masonry wall. The original storefront featured an off-center entrance, and a display window surmounted by a band of single-pane transom windows.⁴ In 1911, the storefront was remodeled with a central, recessed entrance. Large display windows flanked the entrance.⁵

Above the storefront, the façade is composed of a central, broad arch that rises nearly the full height of the building, with a narrow, two-story arch on either side. The central arch holds a group of three windows at each floor, with what appear to be wooden panels between and above them. Originally, a two-story, flat-roofed, polygonal oriel projected from the opening in the central arch. A 1/1 window and a single-pane transom appeared on each face of the oriel at each of the second and third stories. Still in place in 1905, the oriel had been removed by 1932.⁶ The narrow, flanking arches currently exhibit a 1/1 window in a reduced opening at each of the second and third stories. The stepped parapet capping the Winterbotham Building is intact and features slender, single and paired pinnacles. The parapet is embellished with courses of alternating smooth-faced and projecting, rock-faced concrete block, creating a checkerboard pattern. A slightly-sloping shed roof is hidden behind the parapet.

While the Winterbotham Building has lost its original storefront, and the two-story oriel that projected above the first floor, the upper stories retain much of their original Richardsonian Romanesque flavor. Alterations to the storefront, in particular, are typical of commercial buildings and detract minimally from the historic character of the Winterbotham Building.

¹ Survey file, 27 North Pinckney Street, on file, Office of the Historic Preservation Planner, City Department of Planning and Development, Madison, Wisconsin.

² Proposal dated October 22, 2001, in survey file.

³ Alexius Baas, "All Around the Town," *Capital Times*, July 27, 1951, p. 10, in survey file.

⁴ Photo, circa 1905, in survey file.

⁵ "Latest Design in Storefronts," *Madison Democrat*, August 25, 1911, in survey file.

⁶ Photo, 1905, published in David V. Mollenhoff, *Madison: A History of the Formative Years*, (second edition), (Madison, Wisconsin: The University of Wisconsin Press, 2003), p. 269; and photo by Angus McVicar, 1932, published in Zane Williams, *Double Take: A Rephotographic Survey of Madison, Wisconsin*, (Madison, Wisconsin: The University of Wisconsin Press, 2002), pp. 106-07.

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

Significance of Nominated Property and Conformance to Designation Criteria.

Significance Statement

The Winterbotham Building is eligible for Madison Landmark status under Criterion 3. This property is part of one of the few groupings of nineteenth and early twentieth century commercial buildings remaining on the Capitol Square, which was Madison's prime commercial district from the mid-nineteenth to the mid-twentieth century. It conveys a sense of what downtown Madison was like in the early twentieth century, when the city's downtown had evolved into a sophisticated, urban center. The Winterbotham Building retains very good integrity.

The Winterbotham Building also presents a good example of urban commercial architecture of the late nineteenth century. Urban commercial architecture of the period typically displays a long, rectangular footprint, with the narrow end overlooking the street. Architectural style for these buildings is typically confined to the street façade(s) and consists of window sash patterns and applied ornamentation drawn from popular architectural styles of the day. The intensive survey of the historic resources of Madison identified six commercial buildings with Romanesque Revival decoration. These are the Dick Block at 106 East Doty Street (1889, listed on the National Register of Historic Places), the Rinder Grocery at 301 North Hamilton Street (1893), the Mautz Brothers Block at 118 State Street (1897), the Wenzler Building at 301 State Street (1891), the Heilmann Building at 121-123 East Main Street (1844-1892, listed on the National Register of Historic Places as part of the Simeon Mill Historic District), and the Winterbotham Building.⁷ The Dick Block is the best example, with its round, conical-roofed, corner tower and round-arched windows. The round tower, the brick-and-stone polychromy, the columned entrance, and the series of windows at the attic story show the influence of the Victorian Romanesque variant of Romanesque Revival. The Winterbotham Building is the next best example, and the only one with Richardsonian Romanesque elements. The Wenzler Building, the Rinder Grocery, the Mautz Brothers Block and the Heilmann Building are all much simpler, representing interpretations of standard Romanesque Revival. All four possess fortress-like, corbelled brick cornices, and windows with rock-faced stone lintels and sills.

History of the Winterbotham Building

Built for Lydia Winterbotham in 1897, this structure was predominantly built by Edward Sharp, Mrs. Winterbotham's father. The first tenants included tailor Leonard W. Gay, a dentist, and the Madison Academy of Music. From 1908 until at least 1955, the Crescent Clothing Company occupied the first floor retail space. The Winterbotham family owned the building until 1924, when the Crescent Clothing Company acquired it.⁸ The Winterbotham Building has housed the L'Etoile restaurant since 1976.

⁷ Katherine H. Rankin, "Madison Intensive Survey: Architecture," report prepared for the City of Madison and the Wisconsin Historical Society, 2006, pp. 35-37.

⁸ Survey file; *Madison City Directory*, (Madison: G.R. Angell and Company, 1911, 1914, and 1919); and *Madison City Directory*, (Milwaukee: Wright Directory Company, 1921, 1923, 1925, 1929, 1931, 1935, 1945, 1950, 1955, and 1960).

Significance - page 2

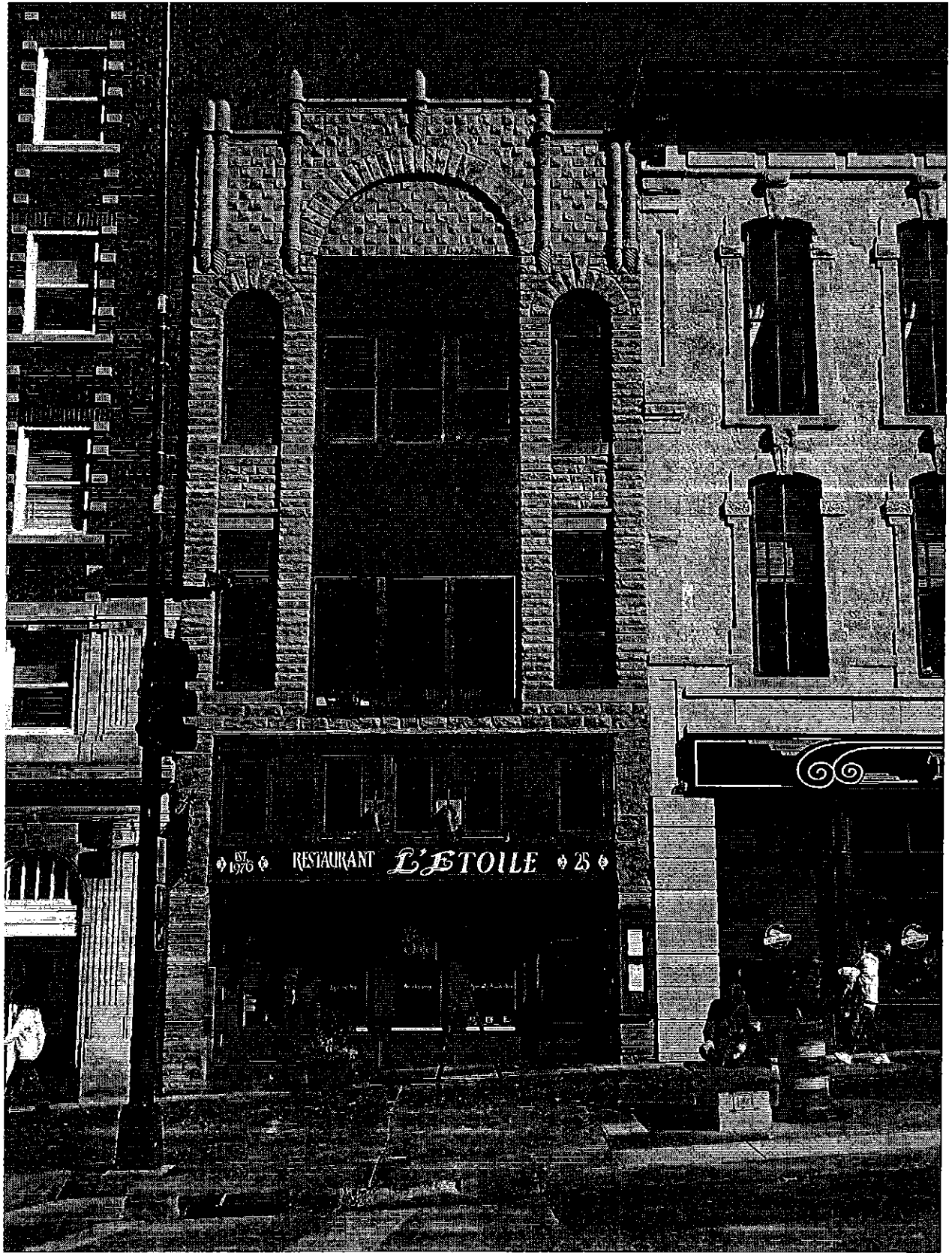
Interestingly, the third floor of the Winterbotham Building served as a labor hall from c. 1914 until 1921, an important and tumultuous era in Madison's labor history. It is one of only two surviving buildings associated with labor unions in the city during the historic period. Although the first labor union in Madison, the Typographical Union, was organized as early as 1856, there were few labor organizations in the community until the 1890s. The American Federation of Labor granted a charter for a Federated Trades Council to five local unions in 1893. From 1893 until c. 1896, the Council met on the upper floor of a building at 22 East Mifflin Street (demolished). The Council then relocated its headquarters to the second floor of the Main Block at 105 State Street (extant), remaining there until c. 1911. During the Council's residence in the Main Block, the number of labor unions in Madison grew, reaching 100 by 1910-12.⁹

Circa 1914, the Federated Trades Council moved to the third floor of the Winterbotham Building. The Council reorganized as the Madison Federation of Labor in 1916, and emerged as a stronger and more politically active association. When the United States entered World War I in 1917, a number of local factories converted to the production of war materiel. The large number of employees in the defense industry, their ten-hour days, six days a week, at low wages and high inflation, sparked explosive growth in union organizing. The number of union machinists, for example, increased by 4,000 percent in 1918 alone. Despite pressure to soldier on in the name of patriotism, working conditions and alleged profiteering by factory owners led to a call for a walkout in July 1918. A last minute agreement between labor and management to take their case before an arbitrator for the federal government's War Labor Board postponed the strike. The arbitrator found in favor of the employees in February 1919, three months after the end of the war. Management appealed, and the War Labor Board umpire upheld the finding in April 1919. However, management's delaying tactics and refusal to comply with the settlement incited what has been called the "most dramatic and important single event in Madison labor history" up to that time.¹⁰ On April 1, 1919, some 2,000 machinists and molders went on strike. Union ice haulers, carpenters, plumbers, and packing plant employees joined them. The seven-week strike was characterized by hostility and violence. When union delegates went to Washington, D.C. to address the War Labor Board, they found that the board had been disbanded. Defeated, those workers the employers were willing to take back returned to work. As many as 700 machinists were forced to leave Madison in search of job opportunities. The failed strike dealt a blow to Madison labor unions, and it would be several years before the organizations recovered. In 1921, the Madison Federation of Labor acquired a building at 309 West Johnson Street (demolished) to serve as its labor temple, where it would remain into the 1950s.¹¹

⁹ Katherine H. Rankin, "Madison Intensive Survey: Historic Themes," report prepared for the City of Madison and the State Historical Society of Wisconsin, 1994, no page numbers.

¹⁰ Mollenhoff, p. 393.

¹¹ *Ibid.*



25-27 North Pinckney Street

