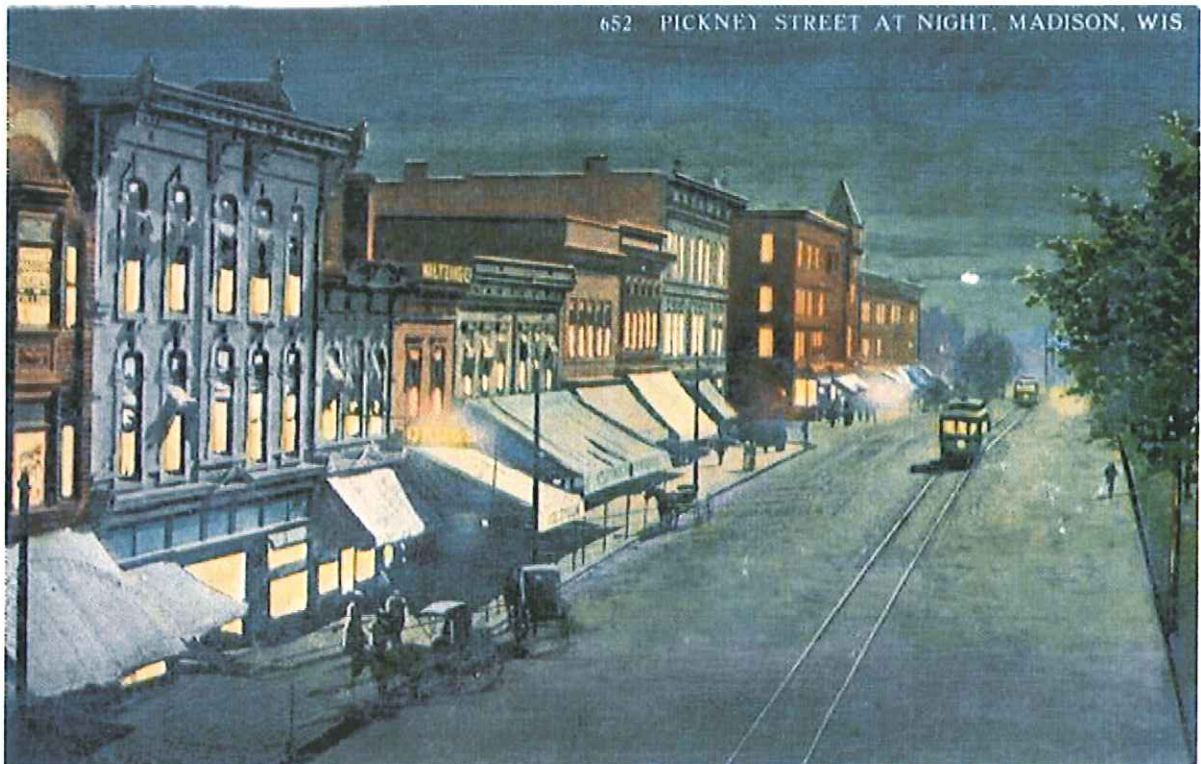


**Preserving the Most Intact Grouping of 19<sup>th</sup> and Early  
20<sup>th</sup> Century Commercial Buildings  
on the Square**

***North Pinckney Street***



**Postcard of North Pinckney Street at night, ca. 1910.**

**Prepared by the Madison Trust for Historic Preservation  
February 2008**

## We're Down to One



**North Pinckney Street, 1910.**

The buildings on the first block of North Pinckney Street form the most intact grouping of commercial buildings on the Capitol Square, which was Madison's most important business district for more than 100 years. There are no local commercial historic districts in Madison.

This block of intact buildings is one of the most important in the city, given its architecture, history, and the excellent preservation of many of the properties. The storefronts have changed over time, but these alterations are common on commercial properties. Anchored by two city landmark buildings, the 1923 Belmont Hotel at 101 E. Mifflin St. and the 1871 American Exchange Bank at 1 N. Pinckney St., the block conveys a sense of what downtown Madison was like in the early twentieth century, when the city's commercial district had become a sophisticated, urban center.



**North Pinckney Street, 1954.**

The most current city plans, like Downtown 2000 identify several buildings on the block as historic resources and/or potential city landmarks. The Madison Trust for Historic Preservation has sponsored city landmark nominations for three of these.

**7-9 N. Pinckney Street** (Considered to be one property)

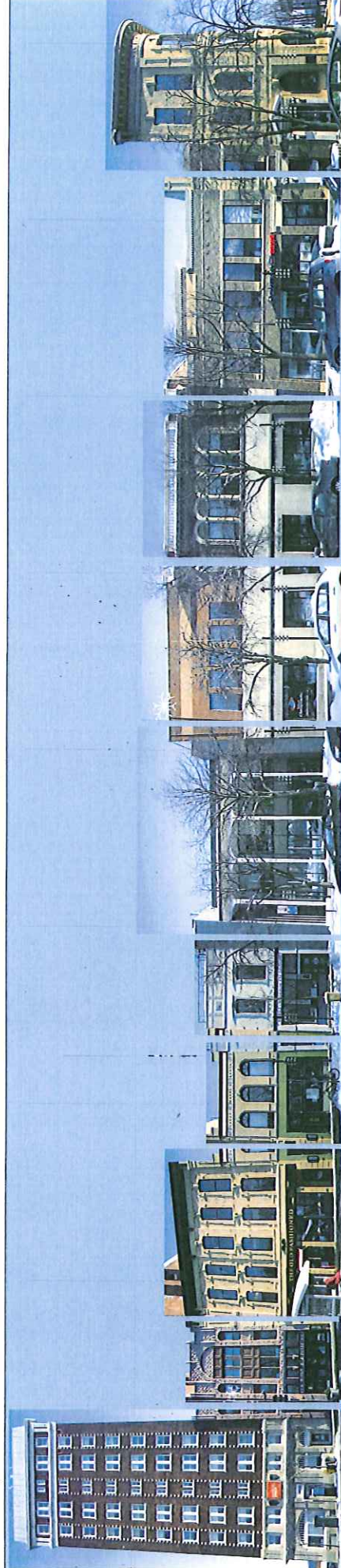
7 N. Pinckney St., 1899                      Olson and Veerhusen Building  
9 N. Pinckney St., 1906                      Hobbins Block

**21-25 N. Pinckney Street** (Considered to be one property)

21 N. Pinckney St., 1871                      Maeder Building (*Harvest Restaurant*)  
25 N. Pinckney St., 1871                      Ellsworth Block (*Old Fashioned*)

**27 N. Pinckney Street** 1897      Winterbotham Building (*L'Etoile, Café Soleil*)

# The Pinckney Block 2008



Belmont Hotel  
1923

Winterbotham  
Building  
1897

Ellsworth  
Block  
1871

Maeder  
Building  
1871

Grube  
Building  
1880

Modern retail

Hobbins Block  
1906

Olson and Veerhusen  
Building 1899

Modern retail

American  
Exchange  
Bank 1871

City landmark

-----Proposed city landmarks-----

None

-----Proposed city landmarks-----

City landmark



## 7-9 North Pinckney Street

The 1899 Olson and Veerhusen Building at 7 N. Pinckney is one of the best preserved Claude and Starck retail buildings in Madison.

Style: Madison's earliest Mediterranean Revival retail building, and the only one to use Italian Renaissance motifs

Materials: brick construction, glazed terracotta ornamentation

Alteration: the second floor retains its original appearance. The first floor storefront has been modified

Olson and Veerhusen, German and Norwegian immigrants, owned the leading tailoring firm in the city in 1899. The company expanded into 9 N. Pinckney in 1951, and owned both buildings until 1975.



7 N. Pinckney, 1934, Angus McVicar

The Hobbins block at 9 N. Pinckney was constructed in 1906 and remains largely intact, despite alterations to the first floor storefront. It also housed a clothing retailer – Harry S. Manchester – though other tenants included a dry goods retailer and a butcher shop.

Style: Neoclassical Revival

Materials: brick veneer, stone

Alteration: First floor storefront.







## 21-25 North Pinckney Street 1871

### **Maeder Building (*Harvest Restaurant*)**

Original: Fritz Maeder's confectionary

Style: Neoclassical Revival

Materials: Originally Madison sandstone. Glazed brick dating between 1905 and 1920.

Alteration: first floor storefront, updated 2002

### **Ellsworth Block (*Old Fashioned*)**

Original: Ellsworth Brothers Grocery

Style: Italianate

Materials: Madison sandstone

Alteration: first floor storefront, remodeled 2005

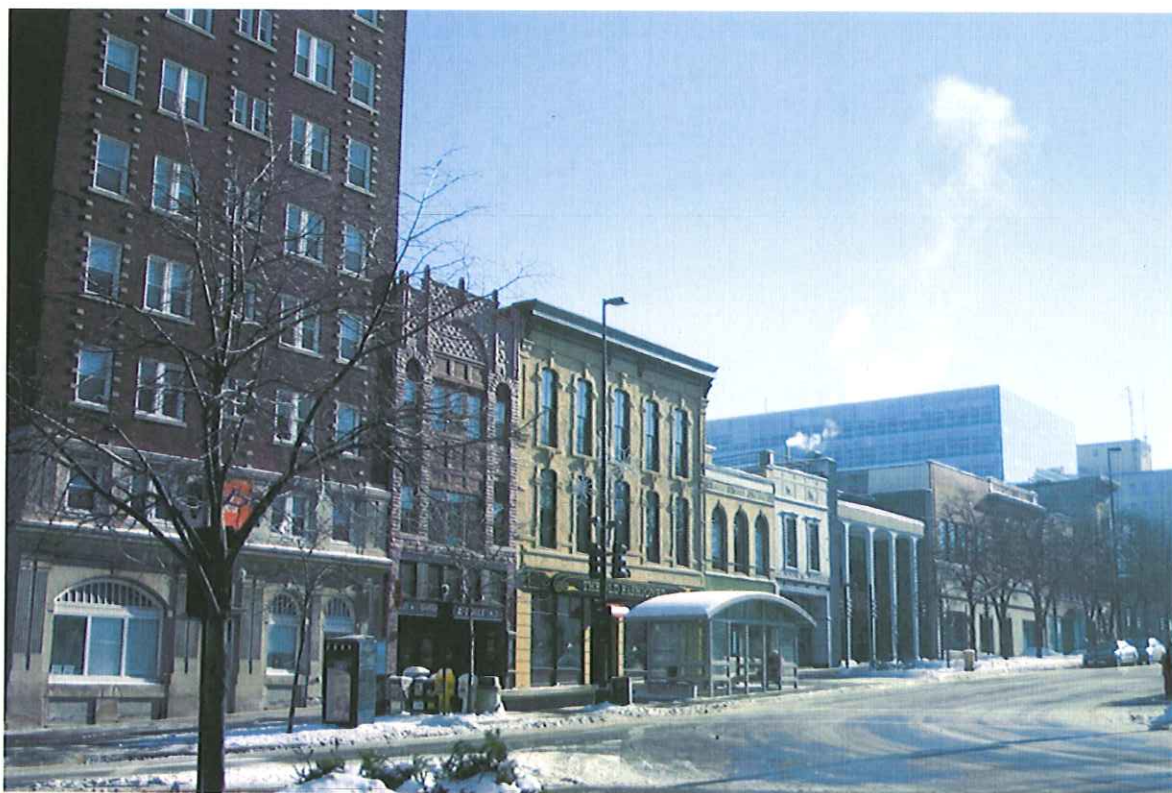
The soaring atrium that remains intact in this building's interior is believed to date to 1899, when the local architectural firm of Porter and Small had second floor offices.

Both buildings housed a variety of businesses, including Northwestern Business College, a photo of which is displayed prominently in Madison Downtown 2000 plan (p. 15). Three other photos highlight the importance of this block to downtown Madison.



## The Last Block

The first block of North Pinckney is one of Madison's best known blocks, a key component of the Capitol Square, and the heart and soul of the city's downtown. This block is the most intact 19<sup>th</sup> and early 20<sup>th</sup> century block on the square. These buildings deserve to be recognized by being designated as local landmarks. Our city deserves to enjoy into the future this connection to our past.





3/18/2008 11:38 AM

## Rankin, Katherine

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**From:** Gene L. Dewey [gldewey@wisc.edu]  
**Sent:** Tuesday, March 18, 2008 10:07 AM  
**To:** Rankin, Katherine  
**Subject:** Pinckney Street buildings

Dear Ms. Rankin,

This is to urge your support for landmark designation for the several buildings on Pinckney St. recently nominated by the Madison Trust for Historic Preservation. Madison needs to preserve it's history!

Thank you.

Gene Dewey  
2125 Fox Avenue  
Madison WI 53711

## Rankin, Katherine

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**From:** Cindia Reyes [CReyes@madison.com]  
**Sent:** Friday, March 14, 2008 1:44 PM  
**To:** Rankin, Katherine  
**Subject:** Preservation of Pinckney St.

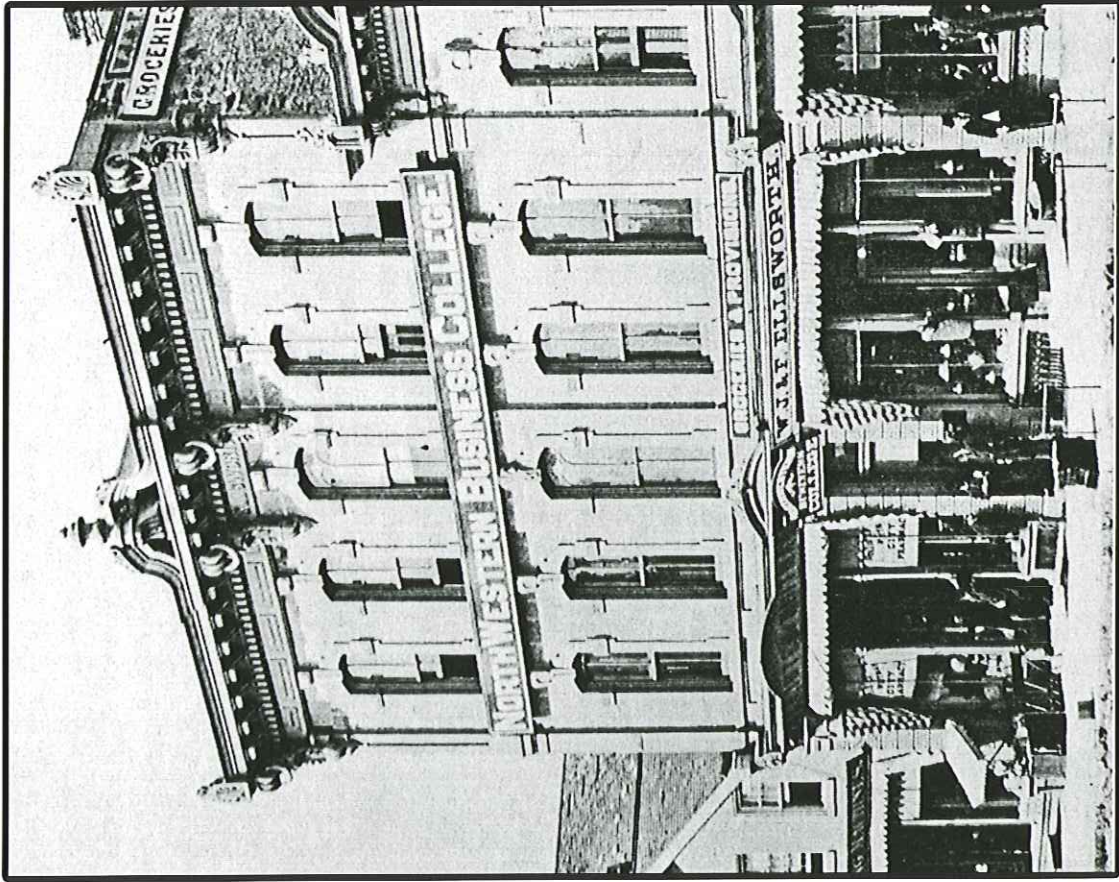
Hello, Ms. Rankin -

Carolyn Freiwald gave me your e-mail.

Anything you can do to preserve the old buildings in that block would be great. I grew up in Madison and have witnessed the demise of much of historic Madison. It seems there is not much left that is historic. I think of other cities that have historic districts or historical sites to visit, but we have none of that. Wouldn't it be nice if we had an old homestead or old block of businesses that school children could visit to view life as it was in another time? They could walk into an old emporium or general store, maybe see an old soda fountain and candy makers at work. They could go to an old house or farmstead and see how food was grown, canned, cooked on a wood stove or how clothes were washed in the old days. I guess I'm just dreaming, but I think it's good for people to have some sense of their past in order to appreciate the present.

Cindia Reyes

23 N. Pinckney St. (The Old Fashioned)



21 N. Pinckney St. (Harvest)

