



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission APPLICATION

1. LOCATION

Project Address: 613 Williamson Street Aldermanic District: 6

2. PROJECT

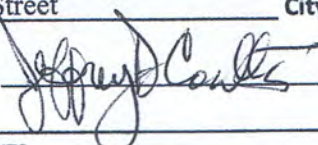
Date Submitted: March 15, 2013

Project Title / Description: Machinery Row

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
- New Construction in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

3. APPLICANT

Applicant's Name: James McFadden Company: McFadden & Company
 Address: 380 West Washington Avenue City/State: Madison Zip: WI
 Telephone: 608.215.1350 E-mail: mcfadden@mailbag.com
 Property Owner (if not applicant): Jeff Coatta
 Address: 613 Williamson Street City/State: Madison, WI Zip: 53703
 Property Owner's Signature:  Date: March 15, 2013

GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
Historic Preservation Planner:
Amy Scanlon
Phone: 608.266.6552
Email: ascanlon@cityofmadison.com

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

Memo

From: McFadden & Company
380 West Washington Avenue
Madison, Wisconsin 53703
608 251 1350 (Voice)



To: Madison Landmarks Commission
City of Madison Planning Division
215 Martin Luther King Jr. Blvd
Madison, Wisconsin 5370

Date: March 22, 2013

Project: Machinery Row

As explained in more detail in the Historic Background attached Machinery Row is actually a collection of six separate buildings constructed over a period of fourteen years from 1898 through 1912. Though built with varying purpose, construction and layouts there is a remarkable visual consistency along the front or Williamson Street façade most notably evident in the twenty-five large scaled openings each with a pair of double hung windows with an arched transom above on the Row's second floor.

This pattern is only disturbed by the three easternmost openings which each have a pair of shorter double windows. It is our intention with the permission of the Commission to remove the lower operable windows (transoms would stay in place) as well as the recessed brick below and install new windows matching in size, color, profile etc the existing windows along the façade.

The purpose of this is twofold. First to visually harmonize and strengthen the Row's defining pattern of windows and second to improve the livability of the space inside. This latter is particularly important now as the space is being transformed from a funky but still utilitarian office into a high touch

high feel yoga studio which hopes to replicate the feel of its current smaller home next door, a photo of which is attached.

We thank you in advance for your attention and ask that you look kindly on this proposal and agree that it would be a small but welcome improvement to Machinery Row.

A handwritten signature in black ink, appearing to read 'James McFadden', written in a cursive style.

James McFadden

Background History of Machinery Row

At the tail end of the Nineteenth Century, the rise of industrialization had turned the sale and manufacture of farm implements into a boom business. During this time, implement dealers began to cluster in Madison. This central location enabled them to service a region that included not only Wisconsin, but also neighboring states. By 1902, there were over thirty sales offices, showrooms, and warehouses. The largest ones put up their own buildings adjacent to the railroad, particularly in the 500 to 700 blocks of Williamson Street, an area that came to be known as “Implement Row,” or “Machinery Row.” Machinery Row, one of the most prominent of these buildings, is actually a series of buildings that were constructed specifically as implement houses between 1898 and 1912.

To best understand the history of Machinery Row, it is essential to take a brief look at the history of Madison as well. The development of the railroads and changes in manufacturing technology and in marketing techniques preceded the development of the Machinery Row building and the area in which it was located. Early in Madison’s history the 1858 “Business Advertiser” bemoaned the fact that Madison’s manufacturing industries were either nonexistent or on a “scale far too limited for the wants and necessities of both present and future” populations, which included agricultural implements. By 1866, the City Directory reported that agricultural implement shipments from Madison had reached over 70,000 pounds eastward and 2.6 million pounds westward.

From its small beginnings, Madison was recognized for its central location and it developed into a major distribution center for agricultural implements. The large manufacturers found it more profitable to have branch locations from which their stock could be supplied without delay, rather than shipping directly from their factories. Fortunately for Madison, railroad lines reaching in nine directions tied it to the prosperous communities and fertile farmlands of Wisconsin, Iowa, and northern Illinois.

An “Implement Row” area of Madison naturally developed around the East Madison railroad depots, the core of which was roughly bounded by Lake Monona, East Washington Avenue, South Blair Street, and South Livingston Street. A key parcel in this district was the Daggett and Gill lake property, which contained old frame buildings used as tobacco warehouses, ice houses, and produce storage. By 1888, they had converted their ice buildings and were renting space to implement dealers. In 1889, the Advance Thresher Com.

became a long term resident of the site. In the Sept 19, 1898 Wisconsin State Journal, it was reported that though few Madisonians knew of the industrial Implement Row district, its two blocks contained fifteen businesses which combined to do over a million dollars a year in business.

Within a few years, the Daggett-Gill property was being referred to as “Machinery Row” and business was booming. By 1903, Madison had thirty implement companies trading in two million dollars' worth of business, a doubling in a little over six years. During this time, it seemed there was never enough space available for these businesses. For example, when the McCormick Harvesting Machine Company opened a local branch in 1895, it was unable to find a suitable building. They finally built their own in 1898 with the latest in machinery handling equipment; before long; the McCormick building was considered the “King of Implement Row.”

In response to the demand for space, The Estate of Timothy Brown purchased the Daggett-Gill property in 1898. Listed in 1902 as Madison's second-largest taxpayer, the Brown Estate was built on the banking/utility fortune of Timothy Brown and managed by his two sons, Frank and Frederick. The Browns immediately began to replace the wooden structures with substantial brick buildings. The significance of their improvements to Machinery Row was made clear in 1898 by the railroad's motivation to raise and improve the spur track that ran along the back of the property. In fact, the original section of Machinery Row occupied by Advance Thresher was described in 1899 as a “magnificent building...which is the first and most complete of any implement branch house in the country.”

It is interesting to note that even though Machinery Row was originally designed and built as an implement house, it was never used exclusively for that purpose. While the main section (601-611) was used by implement businesses up until 1954 when Allis-Chalmers vacated the building, the other rental units housed a wide variety of tenants. Most were distributors, factories, and warehouses tied to the railroad. These businesses included, at least through the 1930's, fruits and produce, building materials, plumbing and heating, engines and machines, tools, printing, electrical supplies, chemicals, paint, candy factories, and even ladies' underwear.

The Machinery Row Building was designed in a late commercial Romanesque Revival Style by the prominent architectural firm Conover and Porter. The firm was formed in 1887 and dissolved in 1899, shortly after the first sections of Machinery Row were built. After the dissolution of the firm, Lew F. Porter

supervised the remaining work on the building. During their partnership, Conover and Porter constructed three jails, thirty schoolhouses, six churches, eight banks, three large hotels, and one hundred residences. Prominent among these were the old UW boathouse, the UW-Madison's Old Red Gym, the Senate Tavern, the Ag Dean's residence at 10 Babcock Drive, and the Brown House at 121 E. Gilman. The firm was a training ground for young architects, including Louise Clause, John Flad, Alvin Small, and Frank Lloyd Wright.

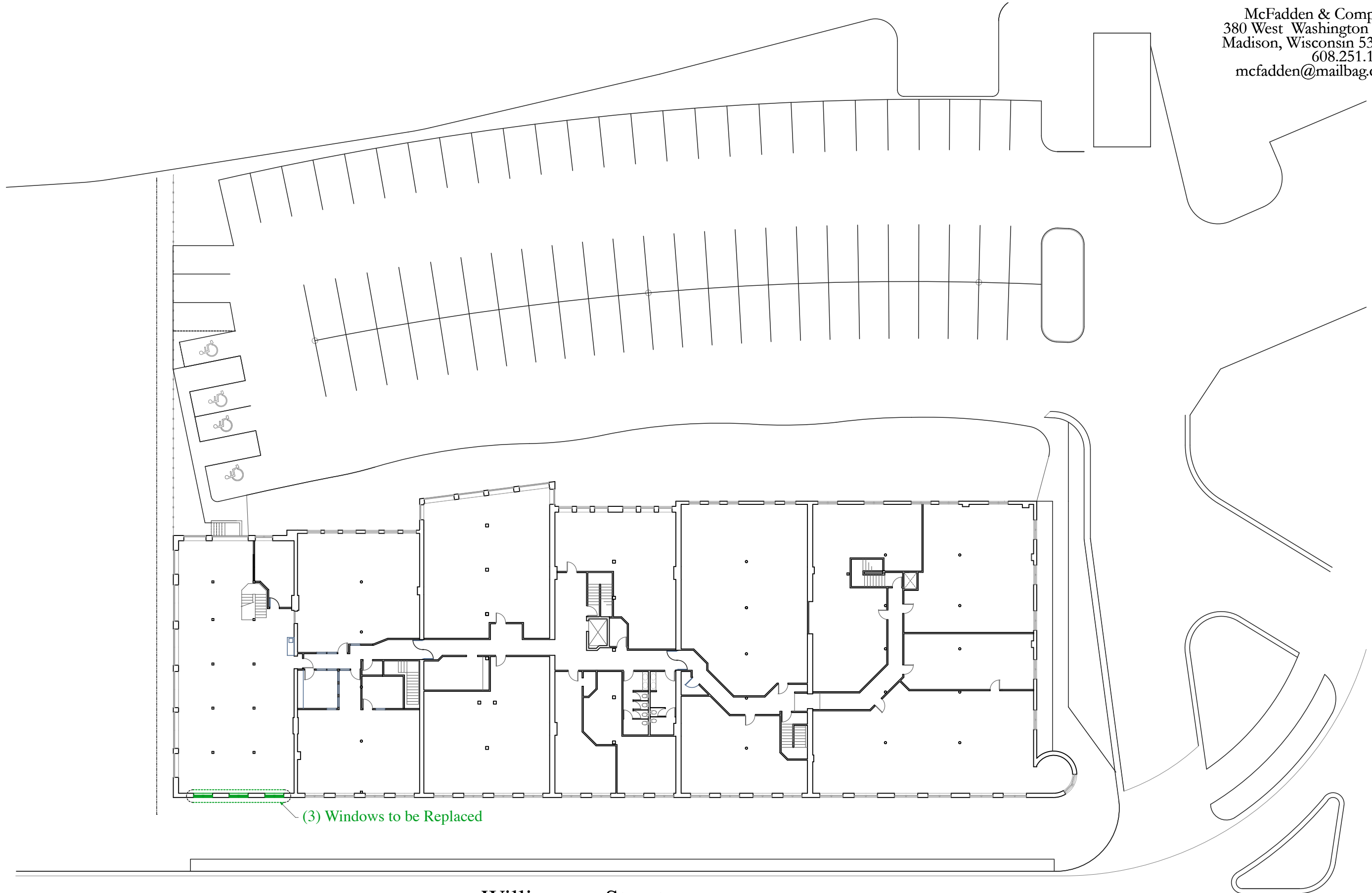
Machinery Row was built piecemeal, with brick buildings gradually replacing the older frame ones. 601-607 Williamson was finished in 1898, 621-623 in 1899, 613-615 in 1901, 625-627 by August 1902, and 609-611 some time after August 1902. The center of the row at 617-619 Williamson remained frame until as late as July 1912, when a fire struck the building that attracted a crowd of thousands. After an estimated \$12,000 worth of damage, new buildings were erected in replacement, finally completing Machinery Row.

Awards

1999 Orchid Award

1999 Wisconsin Trust for Historic Preservation Award

2004 Wisconsin Historical Society Preservation Award



(3) Windows to be Replaced

Williamson Street

Existing Site / Second Floor Plan @ 1" = 30'
Window Replacement @ Machinery Row
613 Williamson Street, Madison, Wisconsin
March 16, 2012



Existing Partial Elevation @ 1/8" = 1"-0"



Proposed Partial Elevation @ 1/8" = 1"-0"



Williamson Street Elevation @ 1" = 20'

Existing & Proposed Williamson Street Elevations
Window Replacement @ Machinery Row
613 Williamson Street, Madison, Wisconsin
March 16, 2012



Existing View from the North West



View Prior to Renovation



ADVANCE THRESHER CO.
 An establishment which represents the latest and most valuable development of the American machinists ingenuity is the Madison branch of the famous Advance Thresher Co. of Battle Creek, Mich., a factory whose products have led the entire agricultural world. Space is not here available to discuss at length the proved leadership gained by the Advance product wherever introduced, nor indeed is it necessary since the farmers of the world have rendered their verdict of these celebrated appliances. The catalogue of this company furnishes ample evidence of all this, and our purpose is not to reiterate the known facts about Advance merit, but rather to advert casually to the local manifestation of Advance prosperity. The Madison branch has been under the able management of Mr. E. H. Heath since it was established here ten years ago, and the magnificent building now occupied, which is the finest and most complete of any implement branch house in the country, and the large stock of threshers, engines and repairs carried here are sufficient to stock ten ordinary implement houses. The business has made rapid strides each year, and the prospects for the present year indicate a still larger business. Every standard product of the twenty acre plant of the Advance Co. at Battle Creek is shown at this branch, including such noted inventions as the Advance thresher, traction and portable engines, horse powers, automatic swinging stackers, Advance wind stackers, automatic grain registers, etc. To those familiar with the agricultural implement trade it is needless to say that the above list and other products of these works stand for all that is newest and best in this line, and the growth of the Madison agency, which supplies the output in this state and Northern Illinois, attests the recognized eminence these machines and accessories have gained in this region, and in fact everywhere else where grain grows. No thresherman's supply house in the United States ranks ahead of this branch in size and scope, and the unchecked increase in its sales indicates the ability and energy displayed in its management as well as the high standing the Advance machinery has attained.



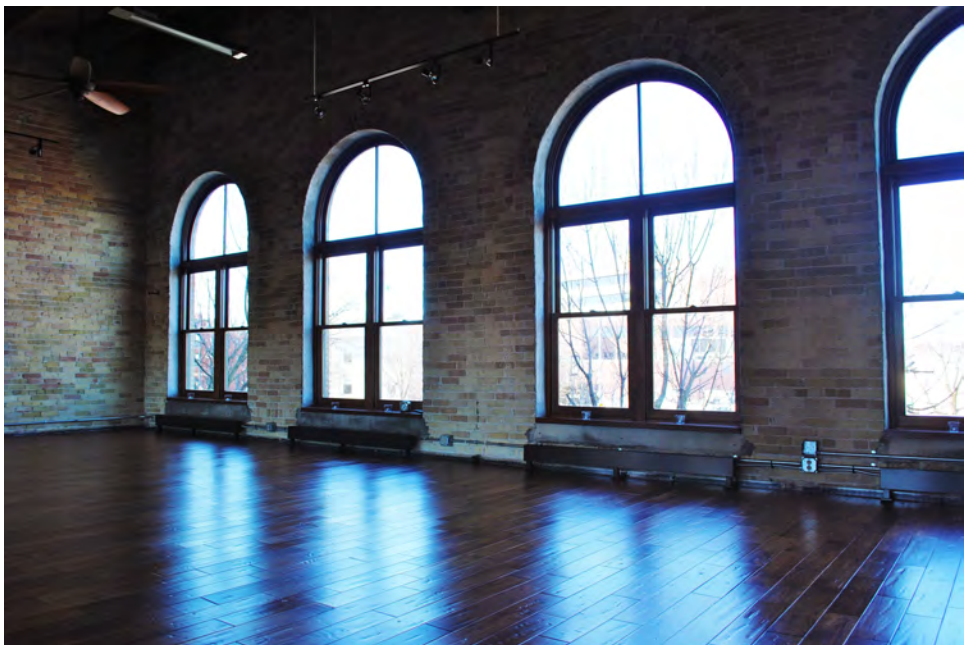
View from the North East



Existing View from the North East



Window Detail



Windows in the Existing "The Studio" Space



Window Detail

Window Replacement @ Machinery Row
 613 Williamson Street, Madison, Wisconsin
 March 18, 2012