

March 12, 2008

Madison Landmarks Commission
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

**RE: LANDMARKS COMMISSION TO VOTE ON
NOMINATIONS FOR PINCKNEY STREET BUILDINGS**

Dear Commissioners:

The Madison Trust for Historic Preservation supports the nomination of buildings in the first block of North Pinckney Street. They are an extraordinary collection of intact 19th and early 20th century buildings, listed below, the last such grouping on the Capitol Square.

- 7 N. Pinckney St., Olson and Veerhusen Building, 1899
- 9 N. Pinckney St., Hobbins Block, 1906
- 21 N. Pinckney St., Maeder Building, 1871
- 25 N. Pinckney St., Ellsworth Block, 1871
- 27 N. Pinckney St., Winterbotham Building, 1897

The first block of North Pinckney Street is one of Madison's best known blocks, a key component of the Capitol Square -- the heart and soul of the city's downtown. This block is the most intact 19th and early 20th century block on the square. These buildings have a rich cultural and architectural history as documented in the document entitled "**Preserving the Most Intact 19th and Early 20th Century Block on the Square.**" Neighboring buildings and entire blocks have already been lost. It is imperative that we preserve the last remaining group of architectural and historical heritage 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.

Sincerely,

James Westring
President, Madison Trust for Historic Preservation

Rankin, Katherine

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

**Preserving the Most Intact Grouping of 19th and Early
20th 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)

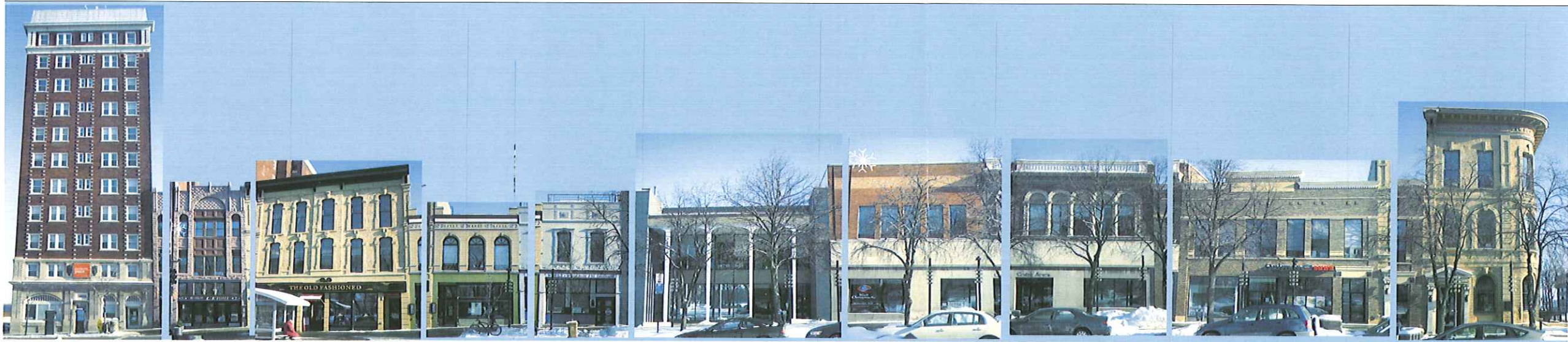
7 N. Pinckney St., 1899	Olson and Veerhusen Building
9 N. Pinckney St., 1906	Hobbins Block

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

21 N. Pinckney St., 1871	Maeder Building (<i>Harvest Restaurant</i>)
25 N. Pinckney St., 1871	Ellsworth Block (<i>Old Fashioned</i>)

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.

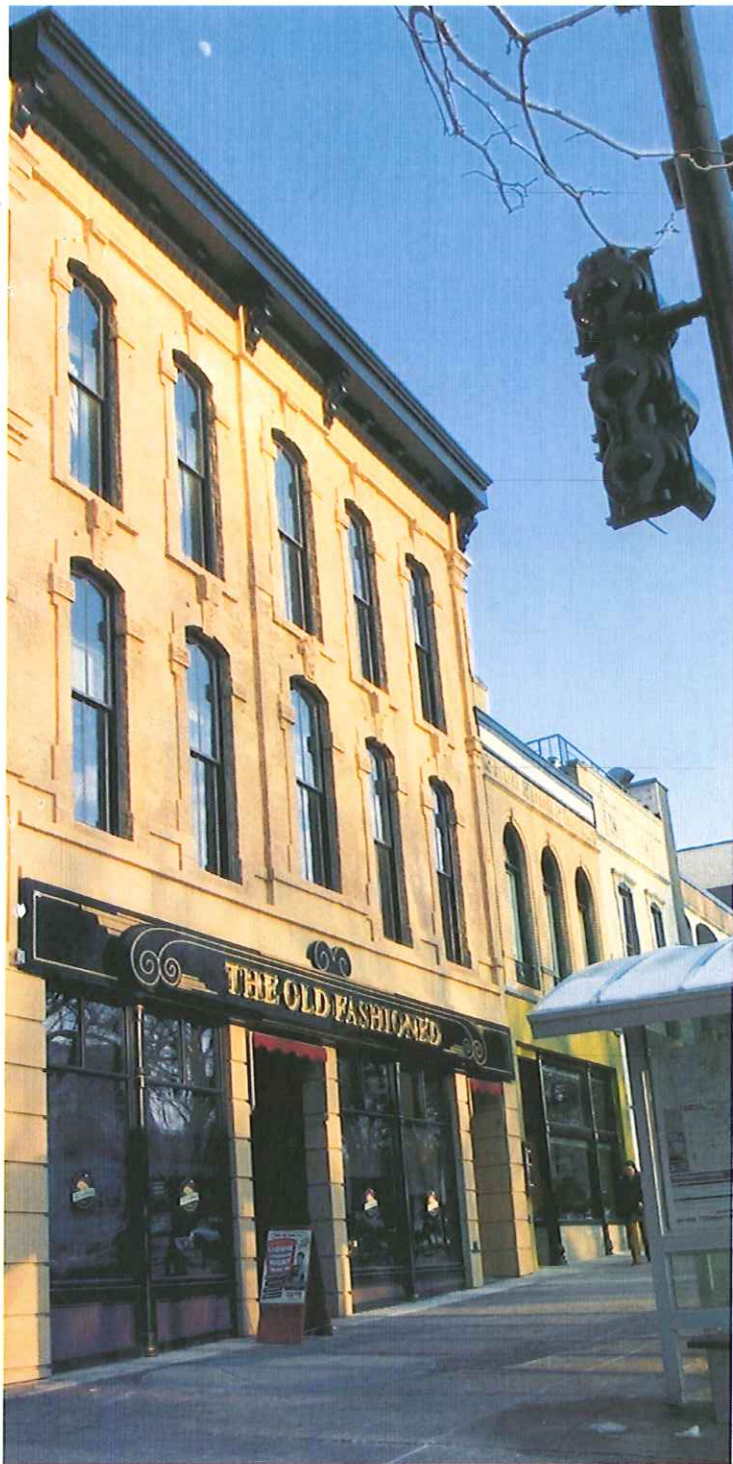
Style: Neoclassical Revival

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.



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



Style: Richardsonian Romanesque - one of Madison's best examples

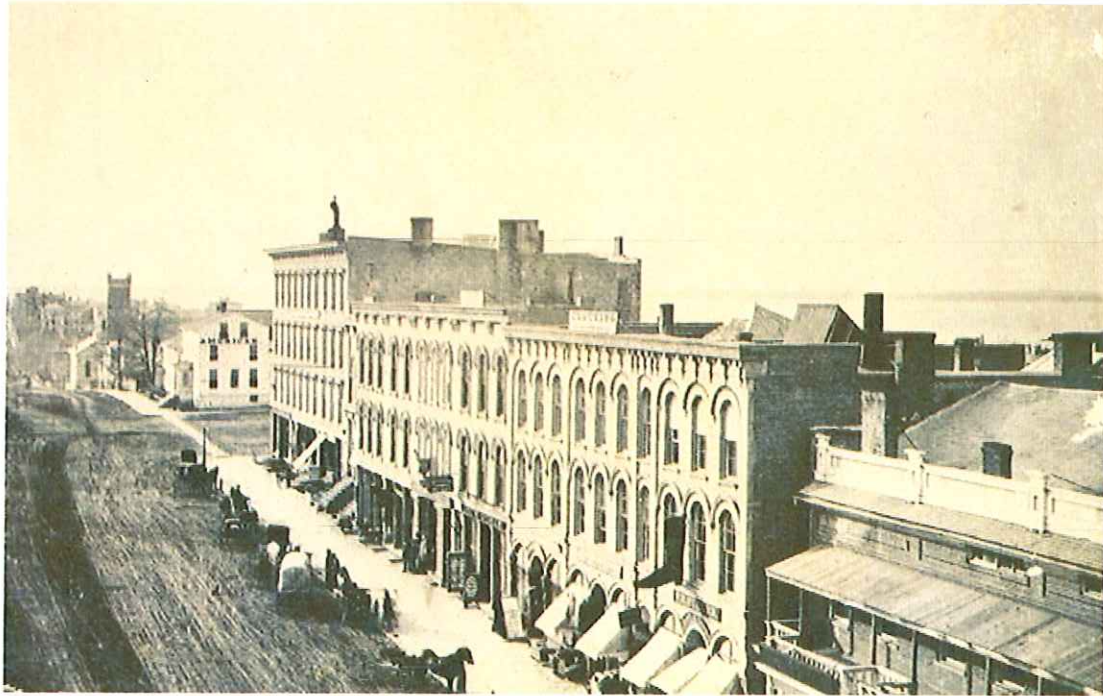
Storefront last remodeled in 2002 - note the ornate detail of the upper stories

Social History

This building is one of only two surviving buildings associated with labor unions during a tumultuous period in Madison's history. When the United States entered World War I in 1917, many local factories converted to the production of war materials, creating thousands of jobs. But low wages, 10 work days 6 days per week and alleged war profiteering by owners prompted a large-scale walkout in July 1918. 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. While the workers won the arbitration, the strike failed and hundreds lost their jobs. It took years for unions to recover.

So Much Has Been Lost

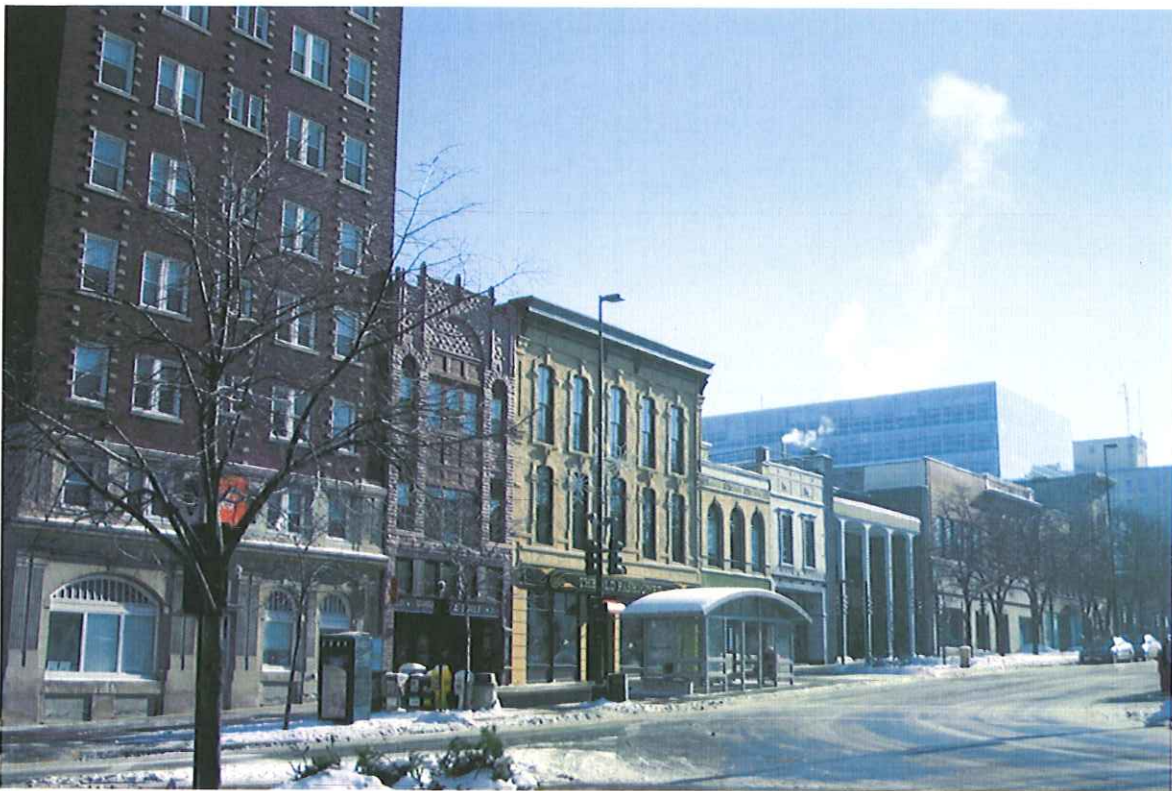
Neighboring buildings – and entire blocks – have been demolished.



South Pinckney Street 1870, demolished

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 19th and early 20th 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.



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)

Hobbins Block/Olson and Veerhusen Bldg

Location

Street Address

7-11 North Pinckney Street

Aldermanic District

4

Classification

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

building

Zoning District

C4

Present Use

Office and retail

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

Name(s)

Owen Keith Decker and Jane M. Decker

Street Address

7 N Pinckney St, Suite 120

Telephone Number

Legal Description (available at City Assessor's Office)

Parcel Number

070913330034

Legal Description

NW 66 ft of Lot 8, Block 101, Original Plat,
exc. NE 12 ft used as alley.

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

Olson and Veerhusen Company (7)
Louis Hobbins (9)

Original Use

Olson and Veerhusen Men's Clothing (7)

Architect or Builder

(Louis) Claude & (Edward) Starck (7)

Architectural Style

Mediterranean Revival (7)
NeoClassical Revival (9)

Date of Construction

1899 (7 North Pinckney Street)
1906 (9 North Pinckney Street)

Indigenous Materials Used

List of Bibliographical References Used

Madison City Directory. Madison: G.R. Angell and Company, 1904, 1907, 1911, 1914, and 1919.

Madison City Directory. Milwaukee: Wright Directory Company, 1921, 1923, 1925, 1929, 1931, 1935, 1945, 1950, and 1951.

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.

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: Master Architects." Report Prepared for the City of Madison and the State Historical Society of Wisconsin, 1996.

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

Form Prepared By

Name and Title

Elizabeth L. Miller

Organization Represented

Madison Trust for Historic Preservation

Address

4033 Tokay Blvd
Madison, WI 53711

Telephone Number

233-5942

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.

This property originally consisted of two buildings. The building at 7 North Pinckney Street was erected in 1899 for the men's clothing store, Olson and Veerhusen. It was designed in the Mediterranean Revival style by the prominent local architectural firm of (Louis W.) Claude and (Edward F.) Starck.¹ The (Louis) Hobbins Block at 9 North Pinckney Street, which displays the influence of the NeoClassical Revival style, was constructed in 1906.² Both are of brick construction, two stories tall, and tucked into a block of contiguous commercial structures, leaving only the front (southerly-facing) facades visible.

The Olson and Veerhusen Building/Hobbins Block is unified by the storefront of coursed, smooth-faced masonry extending across both facades. Apparently installed in 1951,³ the storefront is surmounted by a projecting belt course of the same material, and the signboard area above has been veneered with similar, coursed, smooth-faced masonry that is lighter in color. The entrance is recessed in a broad, rectangular portal, off-center in the Olson and Veerhusen Building. Display windows flank the entrance.

Originally, the Olson and Veerhusen Building possessed a Mediterranean Revival storefront with a central entrance and simple display windows, framed with pilasters of glazed terracotta.⁴ The pilasters were richly decorated with lacy motifs inspired by Italian Renaissance ornamentation. The second story of the Olson Veerhusen Building retains its original appearance. It is finished with brick and features an arcade of five, 1/1 windows in a continuous surround of glazed terracotta. The surround displays pilasters and columns embellished with Italian Renaissance ornament, ornate capitals, and running arches enriched with delicate classical moldings and each holding a shell ornament. Above, the frieze exhibits bead-and-reel, tongue-and-dart, dentilled, and egg-and-dart moldings in glazed terracotta. Glazed terracotta foliated modillion blocks support the projecting cornice. The parapet features a glazed terracotta balustrade with paneled piers and turned balusters.

The original storefront of the Hobbins Block was composed of a central entrance set between polygonal bay display windows.⁵ Brick veneer appeared at each of the first and second stories. The Hobbins Block is largely intact at the second story. A narrow belt course of smooth-faced white stone extends across the façade and forms a continuous sill for the five regularly-spaced, 1/1 windows. Above, pale brick infill shows where the original, projecting, classical cornice was located. A stone coping caps the parapet.

¹ Survey file, 7 North Pinckney Street, on file, office of Historic Preservation Planner, City Department of Planning and Development, Madison, Wisconsin.

² Survey file, 9 North Pinckney Street, on file, office of Historic Preservation Planner.

³ "Olson & Veerhusen to Hold Open House Thursday Night," *Capital Times*, November 7, 1951, p. 9, in the survey file.

⁴ Drawing by Claude and Starck, in the survey file.

⁵ Photo by Angus McVicar, 1934, published in Zane Williams, *Double Take: A Rephotographic Survey of Madison, Wisconsin*, (Madison, Wisconsin: The University of Wisconsin Press, 2002), pp. 102-103.

Description - page 2

Despite the alterations to the storefront, and the loss of the cornice on the Hobbins Block, the Olson and Veerhusen Building/Hobbins Block retains good integrity. Alterations to the storefront are common among commercial buildings, and do not impair the property's ability to convey its historic character as an early twentieth century business block. In addition, the fine details and exuberant ornamentation of the second story of the Olson and Veerhusen Building outweigh the changes to the storefront.

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

Significance of Nominated Property and Conformance to Designation Criteria.

Statement of Significance

The Olson and Veerhusen Building/Hobbins Block at 7-9 North Pinckney Street, now considered one property, 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 commercial district had become a sophisticated, urban center. The Olson and Veerhusen Building/Hobbins Block retains good integrity.

The Olson and Veerhusen Building, on its own, presents a good example of urban commercial architecture of the late nineteenth and early twentieth centuries. 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. A review of the architecture/history inventory database of the Wisconsin Historical Society suggests that there are at least 13 Mediterranean Revival retail buildings in Madison. All but the Olson and Veerhusen Building were erected in the 1920s or 1930s, and display simpler decoration, such as barrel tile pent roofs and twisted columns, inspired by Spanish and Spanish American architecture. One of these, the Woldenberg Building at 639-53 State Street (1923-24) was also designed by Claude and Starck. The Woldenberg Building is a very plain brick commercial block, with Mediterranean Revival flavor limited to a shell motif in the semi-circular pediment that rises above the parapet. In contrast, the Olson and Veerhusen Building is an early commercial example of the style, with lavish decoration, and the only one that exhibits Italian Renaissance ornamentation.

The Olson and Veerhusen Building, individually, is also fine example of the commercial work of the noted Madison architectural firm, Claude and Starck. Louis W. Claude (1868-1951) and Edward F. Starck (1868-1947) were in partnership from about 1896 until 1929. Theirs was the most prolific architectural office in Madison between 1900 and 1920. Claude and Starck specialized in residences, libraries and schools, but did also execute at least 12 designs for retail buildings in Madison. One (the Levitan Building, which stood at 15 West Main Street) has been demolished. Of those that remain, the Olson and Veerhusen is among the best preserved.⁶ The Lamb Building, a Queen Anne design at 114 State Street (1905) is the only one presently listed on the National Register of Historic Places.

History of the Olson and Veerhusen Building/Hobbins Block

The Olson and Veerhusen Building at 7 North Pinckney Street was erected for the Olson and Veerhusen, a men's clothing store, in 1899. The firm began as Olson, Winden and Company (Veerhusen), in 1877. The name was changed to Olson and Veerhusen in 1888. The company

⁶ Katherine H. Rankin, "Madison Intensive Survey: Master Architects," report prepared for the City of Madison and the State Historical Society of Wisconsin, 1996, pp. 22-44.

Significance - page 2

maintained its merchant tailor shop at 23 South Pinckney Street (demolished) until the existing building was completed. Torgrim Olson (1838-1915) was a Norwegian immigrant. He managed the tailoring department for the company. Herman Veerhusen (?-1918), a native of Germany, supervised the ready-made clothing segment of the business. At the time that 7 North Pinckney Street was built, Olson and Veerhusen was considered the leading tailoring firm in Madison. In 1902, the company employed 35 clerks and tailors. Olson and Veerhusen expanded into the Hobbins Block in 1951. The Olson and Veerhusen company continued to own and occupy this property until c. 1975.⁷ This makes 7 North Pinckney Street the building with the longest association with retail menswear in the city of Madison.

The Hobbins Block at 9 North Pinckney Street was constructed for Louis Hobbins (1874-1957) in 1906. He owned the building until 1915. A department of the Keeley, Neckerman dry goods store appears to have been the first tenant of the Hobbins Block, remaining in residence until 1921. The Hobbins Block was the home of Harry S. Manchester's men's clothing store from at least 1923 until at least 1930. Tittle and Sons Meat Market then occupied the retail space until Olson and Veerhusen expanded into the space in 1951.⁸

Currently, the Olson and Veerhusen Building/Hobbins Block is known as the Centre Seven office building. The storefront at 7 is vacant, while 9 houses Wait Chiropractic.

⁷ Survey file, 7 North Pinckney Street.

⁸ *Madison City Directory*, (Madison: G.R. Angell and Company, 1904, 1907, 1911, 1914, and 1919); and *Madison City Directory*, (Milwaukee: Wright Directory Company, 1921, 1923, 1925, 1929, 1931, 1935, 1945, 1950, and 1951).



7-9 North Pinckney Street

