

**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Madison Saddlery Company
other names/site number

2. Location

street & number	313-317 East Wilson Street	N/A	not for publication
city or town	Madison	N/A	vicinity
state Wisconsin	code WI	county Dane	code 025
			zip code 53703

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State Historic Preservation Office - Wisconsin

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

See continuation sheet.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- structure
- site
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
1	0 buildings
0	0 sites
0	0 structures
0	0 objects
1	0 total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/manufacturing facility/warehouse

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/business/warehouse

7. Description

Architectural Classification

(Enter categories from instructions)

OTHER/Industrial Loft

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS/Commercial Style

Materials

(Enter categories from instructions)

Foundation Concrete

Walls Brick

Roof Plastic

Other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1907

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

Cultural Affiliation

N/A

Architect/Builder

Small, Alvan

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local government
 - University
 - Other
- Name of repository: Wisconsin Historical Society, City of Madison

10. Geographical Data

Acreage of Property 0.42 acres

UTM References (Place additional UTM references on a continuation sheet.)

1	16N	306428	4771873	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Rowan Davidson, Associate AIA	date	March 30, 2022
organization	Legacy Architecture, Inc.	telephone	(920) 783-6303
street & number	605 Erie Avenue, Suite 101	zip code	53081
city or town	Sheboygan	state	WI

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

- Maps** A USGS map (7.5 or 15-minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.
- Photographs** Representative black and white photographs of the property.
- Additional Items** (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name/title		date	March 30, 2022
organization	Rubin's Contemporary Furniture	telephone	(608) 255-8998
street & number	317 East Wilson Street	zip code	53703
city or town	Madison	state	WI

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering, and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Madison Saddlery Company
City of Madison, Dane County, WI

Narrative Description

The Madison Saddlery Company building is a four-story masonry industrial loft constructed for its namesake company in 1907 for use as a manufacturing facility, warehouse, and distribution point. Designed by architect Alvan Small, the building features a timber frame, open interior bays, and a brick façade that is reminiscent of the Romanesque and Commercial styles popular during the period. The building reflects common design trends at the turn of the century for commercial and industrial loft buildings and is one of the few remaining good examples of the type in the City of Madison.

The Madison Saddlery Company was established by Carl Hoebel in 1875 and produced leather goods and distributed them regionally. The only saddlery in Madison during the late nineteenth century, the company grew successfully and constructed the large loft on East Wilson Street in 1907. Quite large for its time with nearly 31,000 square feet of interior space and a 65-foot height in addition to a basement, the building served as a corporate headquarters, manufacturing facility, and warehouse of leather goods until 1929, when the business closed. The property has since been occupied by a series of wholesalers, hardware stores, and most recently Rubin's Contemporary Furniture.

Located near the center of the City of Madison at 313-317 East Wilson Street, the setting of the Madison Saddlery Company building is densely urban, surrounded by other former commercial buildings and added governmental and more contemporary high-rise apartments. The building maintains a high degree of architectural integrity on its exterior and interior, which appear much the same as they did when it was constructed. The exceptions are the replaced front parapet wall, which was reconstructed, and the 1973 and 1979 additions to the east, which are non-contributing. The interior spaces have experienced more changes with altered floor plans to accommodate retail display and storage uses; however, the basic arrangement of the large, open floor plates and the materials remain the same as they did when constructed.

Site and Setting

The wider setting of the Madison Saddlery Company building is in downtown Madison and is primarily multi-story offices, apartments, and governmental buildings arranged around the state capitol square to the west of East Wilson Street. The urban surroundings are arranged on a hill at the western end of an isthmus dividing Lake Monona and Lake Mendota. This area was the first settlement and plat of the City of Madison in the 1840s. The residential neighborhood immediately to the north of East Wilson Street is known as First Settlement and has surviving resources from the early period of the city's history. By the turn of the century, when the Madison Saddlery Company was constructed, the area consisted of a dense urban fabric of busy streets, multi-story businesses, warehouses, and industries. Lake Monona to the south was closer to the rear of the building and only separated from

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the lot by a pair of railway tracks. John Nolen Drive and the lakeshore park-scape was introduced in the early 1960s.

The Madison Saddlery Company's main street facade faces northwest towards East Wilson Street, where it comes up the sidewalk. East Wilson Street is a busy four-lane road that has a mild slope down to the east where it crosses South Hancock Street. Across East Wilson are contemporary-style buildings, a six-story apartment, and a two-story office. Further up East Wilson Street to the west are a series of multi-story apartment buildings facing the lakeshore. To the east are a city pumping station and parking lot where a non-extant railway station was once located. The lot slopes dramatically to the lakeside at the rear and the basement level is at grade on the southeast façade where it faces a small parking lot, railway tracks, and the wide John Nolen Drive along the shore of Lake Monona. When the Madison Saddlery Company was constructed in 1907, the lakeshore was not the desired location that it is presently, and the rear of the building was utilitarian and industrial.

Many of the historic buildings from the same period of construction along East Wilson Street have since been demolished and replaced with contemporary high-rises. The lot to the east was formerly occupied by a non-extant two-story brick machinist shop and was replaced with concrete two-story additions to the Madison Saddlery Company building in the 1970s and is included within the nomination boundaries. The lot to the west was a lumber yard and livery at the time the Madison Saddlery Company was constructed and was demolished and replaced with a series of structures. It is presently the parking lot and offices of a bank. The Madison Saddlery building takes up nearly the entirety of its lot from the sidewalk of East Wilson Street to the paved parking area at the rear.

Building Description

Exterior

The main façade of the Madison Saddlery Company building faces East Wilson Street to the northwest. The brick building has a board-formed concrete foundation and timber frame construction. The main façade is symmetrical and slopes gently down the street to the east. The first floor of the main façade has a central fixed window in a large arched red brick opening. The brickwork at the first-floor level, extending up approximately twenty feet, is raked with a recessed standard bond at every sixth course. There are two identical storefront systems balanced on the first floor. Each has a recessed entry with a pair of non-historic metal and glass doors. The painted metal storefront has fixed plate glass windows on a short wood bulkhead. Each storefront has a metal awning overhead. The first floor terminates with a concrete band. The second floor has a series of seven large, fixed wood windows spaced evenly across the façade resting on a stone band as a sill. Each historic window has a set of three smaller windows above in the same opening. The windows are aligned in vertical bays

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with a square and diamond pattern in the brick spandrel directly above each window. The third floor has a series of seven wood windows aligned above the windows below in the recessed bays on stone sills. These windows are historic wood double-hung, and paired one-over-one, with an arched top. The shallow arches consist of four rowlock courses of brick. The red brick in a common bond continues up over the rest of the main northwest façade. The fourth floor has two sets of three pairs of replacement windows spaced symmetrically on the façade. Above these windows is a band of crenelated brickwork supporting a shallow stone cornice line projecting from the main façade. The brick terminates at a simple non-historic metal coping at the parapet. Historic photos indicate that that building originally had a pedimented front.

The northeast façade of the building is partly obscured by two-story non-historic additions. The brick on the other facades of the building is painted and more utilitarian and does not match the main façade. There is little architectural detail on the sides of the building, and the brick is laid in a common bond. The third floor has a series of seven large arched window openings spaced evenly across the long façade. These historic windows are extant but are concealed by metal panels. The openings have stone sills and rowlock brick lintels. There is a door at one of them that leads out to metal stairs and down to the adjacent roof of the additions. There is a brick chimney toward the north end of the façade, and the brick parapet is damaged in locations.

The south façade is similarly utilitarian painted brick demonstrating the industrial nature of the building and is divided into three bays. There is a small overhead door at the eastern end of the basement level façade and a metal service door at the western end with a concrete docking pad with a large non-historic fabric awning. At the first floor, there are four small non-historic double-hung windows inserted in a painted infill wall at the western end. It is likely that the larger openings, each with a stone sill and simple brick detailing, once had larger historic industrial windows, perhaps similar to those on the side facade. The central bay of the first floor has two non-historic double-hung windows spaced apart, while the eastern bay has a large aluminum storefront system. The second-floor level has a storefront system of four fixed windows with transoms in the western bay, a pair of non-historic double-hung windows spaced apart at the central bay, and a set of four metal panels in the eastern bay. On the third floor, the historic window openings have a shallow wide arch. The western bay has four metal panels, the central bay has two non-historic double-hung windows, and the eastern bay has four more metal panels. The fourth floor is extremely shallow at the rear of the building because of the slope of the 'flat roof.' Each bay has a set of three individual double-hung windows. There is no parapet wall at the south rear façade. Instead, the roof simply ends with a gutter and downspouts on each side. The wood frame elevator headroom and access to the roof is centered above.

The southwestern façade of the building is utilitarian brick in a common bond. There are no windows,

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openings, or architectural details of any kind. The brick is damaged in locations at the parapet and base of the wall, and the outline of a non-extant adjacent brick building can be seen.

The two adjacent non-historic additions to the east are two-stories, constructed in the 1973 and 1979, and lacking much in the way of fenestration. They are sided with an EIFS stucco finish in a diamond pattern on a concrete masonry unit wall. The EIFS is painted red and there is a pair of recessed entry doors on the main northwest façade. This façade cuts back slightly following the lot and street and there is a double-door aluminum entry on the first floor at the eastern end of the main façade along with a large, fixed window that wraps around the corner. There are no windows or architectural details on the second-floor level. From historic photos, it appears that the building originally had more windows along the northwest facade when it was constructed, but it was remodeled in the late 1980s. The northeastern facade of the addition also has no ornament of any kind and is simply a continuation of the painted diamond pattern EIFS found elsewhere on the building. The rear of the addition facing southeast steps slightly between the two additions at the center and continues with the same painted EIFS siding with little variation. There is a metal service door at the eastern end of the basement level and a small overhead door at the western end of the rear façade. There is a single fixed aluminum window on the western side of the first floor and a pair of fixed aluminum windows on the second floor. The non-historic additions have a simple parapet with painted cast concrete coping and a flat roof.

Interior

The basement level of the Madison Saddlery Company building has a largely open floor plan with small mechanical rooms at the front and service rooms, equipment, storage, and a historic elevator at the rear. Presently, the basement is used as a continuation of the furniture showroom that takes up much of the building. The floor in the main space is polished concrete and the non-historic stairs are wood. The walls have non-historic drywall and wood paneling over the historic concrete and painted brick. The timber floor structure above is exposed as are many of the wood columns. Non-historic lighting, fans, electrical, and plumbing pipes are hung directly from the wood structure.

The first-floor level has a historic wood floor. There is a change in floor level running through the center of the building from the front to the rear. There are two enclosed wood stairs and an open non-historic stair down to the basement. The walls are painted drywall in some locations; however, the eastern wall is exposed brick. Like elsewhere in the building the timber frame structure, columns, beams, purlins, and the underside of the floor above are visible and intact. Mechanical and electrical elements are hung from the ceiling. There is a safe and toilet rooms at the center of the space under the central stair and an elevator in the rear.

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The floor plan of the upper floors is nearly identical to the first floor with wide-open main space and smaller enclosed offices and services spaces along with an elevator at the rear. Similar to the first floor, the second level has wood floors, exposed brick walls, and exposed timber structure ceiling. There are some non-historic small wood frame partition walls dividing the space that do not reach the underside of the floor structure above.

The third and fourth floors of the building's interior have a particularly high degree of integrity because their historic use as warehouse spaces have not changed with subsequent owners and uses. The third floor has historic wood floors, bare brick walls, and exposed timber structure ceiling. The central stair terminates at the third floor, and the rear stair continues to the fourth floor, which similarly also has historic wood floors, brick walls, and timber structure ceiling. There is an enclosed non-historic office at the rear of the fourth floor adjacent to the elevator shaft.

The basement level of the adjacent two-story additions has polished concrete floors, painted drywall on wood framed walls, and an exposed ceiling that reveals the concrete and steel structure of the building. The first floor of the combined additions has a tile floor, painted drywall, and concrete masonry unit walls, carpeted concrete stairs, and an exposed ceiling structure in keeping with the loft appearance of the historic main building. The second floor of the additions has a carpeted floor, wood frame low walls with painted drywall, and the exposed concrete structure above. The additions were constructed as an extension of the furniture store and have served as sales floors and storage since their construction in the 1970s.

Integrity

The Madison Saddlery Company building, located at 313-317 East Wilson Street in Madison, maintains its historic integrity as an industrial loft with Romanesque and Commercial style features on its main façade. Many of the finishes, including the floors, masonry walls, timber frame structure, are original to the 1907 construction of the property. The same can be said for the 1973 and 1979 two-story additions. Though they are attached to the Madison Saddlery Company building, they were not a part of the Madison Saddlery Company and have no relation to the original building's architectural significance.

Historic photographs indicate that the main façade of the building is largely unchanged from the date of its construction in 1907 with the exception of the original pedimented brick parapet wall, which was pedimented with a broad central cap. This feature has been altered to a straight parapet, perhaps due to water infiltration and damaged masonry. Photographic evidence suggests that the original configuration was still in place as late as 1939. A rear wood platform was also removed during the 1940s. Renovations, altering the building's use to retail display spaces and storage and occurring over

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the last century, are minimal and arguably ephemeral. General repairs and interior remodeling were completed in 1961, and subsequent alterations were made in 1969. Masonry repairs, interior tiling, new drywall, and insulation for the ceilings and walls were added in 1973 in advance of the Rubin's purchasing the building. The additions, which originally had windows facing East Wilson Street, were renovated with an entirely EIFS cladding by 1984. Sales platforms and exterior awnings and signage were completed in 1987 and 1988. The windows and doors of the 1979 addition were replaced in 1992, and the EPDM roof was replaced in 1993. Subsequent interior remodeling and new windows on the rear façade were completed in 1998.¹ However, the original wall materials, floor, ceiling, and wall finishes, floor layout, and circulation all remain on the interior of the historic building.

¹ 313-317 E. Wilson Street records. On file at the City of Madison Department of Planning & Community & Economic Development; and Building Permit Records. On file at the City of Madison Department of Planning & Community & Economic Development.

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Madison Saddlery Company
City of Madison, Dane County, WI

Statement of Significance

The Madison Saddlery Company building, located at 313-317 E. Wilson Street in downtown Madison, is eligible for the National Register of Historic Places for local significance under Criterion C for its architecture as a fine example of an industrial loft of the turn of the century. Constructed in 1907, the four-story brick loft building has a timber frame and masonry walls with the main façade, designed by Alvan Small in a hybrid of the Romanesque and Commercial styles. The Madison Saddlery Company, owned by Carl Hoebel, constructed the building as its primary manufacturing, warehouse, and sales facility. At the time, the company was a regional distributor of leather goods and the only one in the city. The rise of the automobile during the following decades, the death of Hoebel, and the Great Depression conspired to close the business in 1929. It has since been occupied by grocers, wholesale hardware companies, and a furniture store. The property's significance is limited to just the year of construction for its architectural significance only. It is one of the few remaining industrial lofts with integrity to its period of construction in the City of Madison.

Land Acknowledgement

This nomination recognizes the depth of human presence here, the ancestral homeland of Native Americans for millennia. From as early as the seventeenth century, inter-tribal conflict, tribal settlement changes, Euro-American exploration and settlement, and ensuing military campaigns all had the effect of repeated displacement of Native Americans of many tribal affiliations. This continuous tribal movement resulted in Wisconsin being home to many tribes who originated from other parts of the country, generating a pattern of immigration, relocation, and formation of a new homeland. Some of these tribes remain in Wisconsin; others may not, but numerous count Wisconsin as home: Brotherton, Dakota, Fox/Meskwaki, Ho-Chunk, Kickapoo, Mascoutens, Menominee, Miami, Munsee, Ottawa, Ojibwa, Oneida, Potawatomi, Stockbridge, Sauk, and Wyandot tribes. We acknowledge that the property that is the subject of this nomination is located on land long occupied by Indigenous peoples and specifically the Ho-Chunk tribe.

Historic Context

Charles (Carl) Hoebel was born in Hanover, Germany in 1853 and immigrated to the United States with his family as a child, settling in Sun Prairie, Wisconsin at first and later moving to Madison. He learned the leather-making trading in Bodenstern's Madison shop and worked in Chicago following the 1871 fire. Hoebel returned to Madison after a few years and established a leather-making business called the Madison Saddlery with George Mack in 1875. Hoebel purchased Mack's share of the company and married Annie Verthein the following year. The couple lived in a non-extant house at 608 E. Johnson Street in Madison. Hoebel purchased the wholesale leather company of J.K.

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Scheelenberger in 1885 and changed the name of his company to the Madison Harness Co. The company moved into a non-extant building at 116 King Street in 1888 as the business expanded to regionally supply customers in southern Wisconsin, Iowa, Minnesota, and Illinois as the only saddle and harness maker in the Madison area. By 1897, Hoebel's sons, Arthur and Carl, joined the management of the company, and Charles took on the role of President. The successful company employed 20 to 25 people at the time, making harnesses, saddles, hardware, blankets, fur goods, and whips as a wholesale dealer.²

In 1907, the business changed its name again to the Madison Saddlery Company and moved to a new four-story building at 313-317 East Wilson Street designed by architect Alvan Small. Dubbed the Hoebel Building, the new location served as a manufacturing facility, warehouse, and headquarters office for the business that afforded direct loading to both wagons and trains from a downtown Madison location. A 1908 Sanborn Fire Insurance map of the city depicts the building, occupied by the Madison Saddlery Co., as a four-story brick building with a 65-foot frontage, an electric motor elevator, floor heights ascending from 20 feet, 16 feet, 16 feet, and 12 feet respectively for each floor level. The company persisted at the location until 1929, when due to the economic climate of the Great Depression, declining business caused by the popularity of cars and tractors, and the death of Charles Hoebel, the company folded.³

The building was occupied by the Sylvester Company Wholesale Grocery by the following year, which remained until 1939. The property was owned by the Central Wisconsin Food Stores during World War II and used as a warehouse. Briefly used as a Ray-O-Vac store in the late 1940s, the large building sat vacant until Wolff, Kubly, and Hirsig Hardware purchased the property for use as a service department and warehouse in 1951. In 1975, the Badger Wholesale Furniture Company purchased the building. Badger Furniture was established in 1932 by Isadore and David Rubin, the children of Benjamin Rubin, a prominent Madison furniture dealer during the first half of the twentieth century. A two-story addition was completed to the east of the main building in 1973 and expanded again in 1979. The company changed its name to Rubin's Furniture in 1983 and later opened a satellite store in Milwaukee in 1991 and a west-side store in Madison in 1995. Rubin's Furniture still

² "Madison Saddlery Company," *Wisconsin State Journal*. December 3, 1907; and Wisconsin Historical Society Architecture and History Inventory #115948 for 313-317 E. Wilson Street, Madison, WI; and Mollenhoff, David. *Madison: A History of the Formative Years* (Dubuque, IA: Kendall/Hunt Publishing Company, 1982); and Rankin, Katherine H., and Elizabeth Miller, *The Historic Resources of Downtown Madison*, Prepared for the City of Madison (1998); and 313-317 E. Wilson Street records. On file at the City of Madison Department of Planning & Community & Economic Development.

³ "Madison Saddlery Company," *Wisconsin State Journal*. December 3, 1907; and Tipler, Gary, and Katherine Rankin. *First Settlement Neighborhood: A Walking Tour*. Madison, WI: Madison Landmarks Commission, 1988; and Madison City Directories, 1907-1998. On file at the Wisconsin Historical Society Archives and Library, Madison, WI; and Sanborn Map Company. Madison, Dane County, Wisconsin. New York, NY: Sanborn Map & Publishing Co, 1885, 1892, 1898, 1902, 1908, updated 1942, and updated 1950.

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owns the property at 313-317 East Wilson Street, and it is used as a furniture showroom and storage facility.⁴

Architecture

The Madison Saddlery Company building, located at 313-317 East Wilson Street in Madison, Wisconsin, is eligible for the National Register of Historic Places for its local significance under Criteria C for architecture as an industrial loft with a fine hybrid Romanesque and Commercial style façade maintaining a high level of integrity.

From the mid-nineteenth to the mid-twentieth century, industrial architecture usually consisted of three main types of buildings: production sheds, multi-story industrial lofts, and powerhouses. All the functional divisions of manufacturing were held in one-story production sheds or multistory industrial lofts. Since the industrial lofts and production sheds were usually well located and were adaptable to different kinds of manufacturing operations, they were adapted and used by several operations. Some architects and engineers focused on solving factory design problems during the late nineteenth century. However, they brought little new to factory building projects. All those who planned industrial buildings and manufacturing works attempted to meet the same goals: factories that incorporated modern production methods, held the appropriate machinery and equipment, were adequately sized with a rational plan, and could easily be expanded to meet future needs. The Madison Saddlery Company can be categorized as this building type due to its scale, structure, and use.

The industrial loft building type is a multi-story building erected to house manufacturing operations, which was popular during the late eighteenth through the early twentieth century. The term ‘loft’ came into use during the mid-nineteenth century to describe large, unpartitioned industrial buildings with low levels of finish. The term also commonly referred specifically to late-nineteenth-century multi-story buildings erected in urban areas to house a single or multiple commercial or industrial tenants. These buildings were developed to provide two or more stories with open workspace intruded upon as little as possible by vertical circulation and other service areas. The industrial loft building type and its program remained consistent despite variations over time due to height, size, and methods of construction.⁵

From their late eighteenth century inception and through the late nineteenth century, these buildings

⁴ “Our History,” Rubin’s Contemporary Furniture website. <rubinsfurniture.com/history.php>; and Building Permit Records. On file at the City of Madison Department of Planning & Community & Economic Development.

⁵ Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States* (New York, NY: Oxford University Press, 1998); and Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Volumes 1-3, a Manual for Historic Properties* (Madison, WI: Historic Preservation Division State Historical Society of Wisconsin, 1986), Industry 6-4.

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were most often erected of stone or brick masonry exterior walls with an interior wood frame; however, they were also framed of wood and clad in wood clapboard siding or shingles. Paper mills, especially, were constructed of masonry to sustain heavy vibrating loads and for fire protection, as the destruction of paper mills by fire was a frequent occurrence. By the early twentieth century, construction of most industrial lofts, including paper mills, transitioned to a steel frame or reinforced concrete construction with exterior masonry walls. They were generally large structures housing highly technical uses, these buildings were most often designed by trained industrial engineers or architects.⁶

The exterior of industrial lofts reflected the utilitarian nature of their functions and was often articulated predominately by a regular pattern of windows for daylighting and ventilation. Windows commonly increased in area at the top story; skylights or roof monitors often provided additional lighting and ventilation. Other functional exterior features could include raised loading platforms, sometimes sheltered with awnings; loading bays with vehicular access doors; hoistways; and occasionally exterior fire escapes, stair towers, power transmission belts, or utilities to keep floor areas unobstructed and limit the spread of fire. However, prominent architectural elements occasionally received embellishments, such as decorative window detailing or ornamental stonework.⁷

The size of industrial lofts was heavily defined by the need to provide daylight to the interiors, especially for light manufacturing and finishing operations. Average buildings were 30 to 40 feet deep; increasing to up to 60 feet deep if higher ceilings were provided for light penetration to the center. A loft building's width was further determined by the size of the operation it was to house, the limitations of mechanical power distribution, and the extent of the area that could be effectively supervised. By the mid-nineteenth century, industrial lofts were commonly several hundred feet in width, gradually becoming even wider.⁸ Industrial lofts commonly had a flat or low-pitched roof, often with enclosed or exposed rooftop water tanks and elevator bulkheads. As companies grew, their facilities often gained additions or consisted of numerous connected or adjacent industrial lofts.⁹

The Madison Saddlery Company building possesses architectural elements common to industrial and commercial properties at the turn of the century that are described by the generalist terms of 'commercial' architecture. The largest commercial buildings that do not fully represent any of the high architectural styles that were constructed during the first decades of or just before the turn of the twentieth century may be more appropriately referred to as the Chicago Commercial style, which

⁶ Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States*.

⁷ Ibid.

⁸ Ibid.

⁹ Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States*; and Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Volumes 1-3, a Manual for Historic Properties*, Industry 6-4.

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specifically refers to a commercial and office building form that was primarily developed in response to new technologies during the late nineteenth century and especially experimented with in that city after the great fire of 1871. Chicago Style buildings were constructed in Wisconsin from 1895 to 1930. These buildings are typically five or more stories in height and feature timber framing, cast iron, and later examples in steel. The earliest examples may also feature both exterior masonry load-bearing walls and an internal metal frame. While earlier structural, solid load-bearing wall method of construction allowed for limited window openings, the new technique of metal structural framing enclosed by a thin masonry veneer and glass “curtain” wall permitted almost unlimited wall area for natural light and ventilation; fenestration patterns are most often regular with divided rectangular windows. A 3-part window type common to these buildings is known as the “Chicago window” and features a large, fixed rectangular central light flanked on each side by narrow double-hung sashes.¹⁰ The Commercial Vernacular style is used for the nineteenth century and early twentieth-century commercial buildings that do not quite fit into the high style categories. They may have elements of Italianate, Romanesque, or Queen Anne styles, but not enough to categorize them as that style. For instance, the first-floor storefront may be reminiscent of a particular period, but there is no evidence of that period throughout the rest of the facade. Second-story openings may have hood moldings or be arched, and the parapet of the building may be adorned with a decorative corbelled cornice. Early Commercial Vernacular buildings were typically constructed of wood but were taken by fire over the years. The remaining buildings are made of brick or stone.¹¹

Besides simple descriptions of commercial architecture of the period, the Madison Saddlery Company building also displays architectural elements that can be described through eclectic styles, especially on its main façade facing East Wilson Street. The architect, Alvan Small, incorporated features of the Romanesque stylistic traditions on the balanced four-story façade. During the early to mid-nineteenth century picturesque movement, classical Roman architectural forms were still occasionally used, primarily for public, commercial, and religious buildings. The Romanesque Revival style was popular in Wisconsin from 1855 to 1885. These buildings tend to be very heavy, monolithic, and massive in their appearance, generally constructed of monochromatic brick or stone masonry. The style is characterized by the repetition of round arches, in the form of round-arched windows, entrances, and corbel tables along the eaves and as belt or string courses. Towers of differing heights with varying roofs or parapets were commonly used to achieve an asymmetrical massing; however, symmetrical examples are also common. Buttresses are occasionally present. In the later years of this period, polychromatic finishes appeared in a more Victorian Romanesque style that used different colored and textured stone, brick, or terra cotta tiles to highlight decorative elements such as window trim, arches,

¹⁰ Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Volumes 1-3, a Manual for Historic Properties*, Architecture 2-20.

¹¹ Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Volumes 1-3, a Manual for Historic Properties*, Architecture 3-10.

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quoins, and belt courses. Short, polished stone columns supporting round arches as well as foliated forms, grotesques, and arabesque decorations are common in later examples.¹² The Romanesque style was frequently utilized on larger loft buildings during the late nineteenth and early twentieth century similar to Madison Saddlery Company.

Alvan Small

Alvan Small was born in Sun Prairie, Wisconsin in 1869 and moved to Madison at a young age. He worked as a draftsman at the firm of Conover and Porter from 1887 to 1899, when he moved to Chicago and reportedly worked in the office of Louis Sullivan. Small returned to Madison the following year, where worked with his former employer, Lew F. Porter. He married Katherine Grieg in 1905, and the couple had no children. In 1907, Alvan Small opened his architectural practice. The same year, Charles Hoebel hired Alvan Small to design the large headquarters and warehouse for his Madison Saddlery Company at 313-317 East Wilson Street. The design was likely one of Small's first independent commissions in a long and productive architectural career. Notable other examples of Madison commissions designed by Alvan Small include numerous Prairie-style homes, the Randall School, the Grimm Book Bindery, and the Klueter and Company Wholesale Grocery Warehouse. During the following two decades, Small worked on over one hundred completed commissions, mostly in and around Madison. His work was closely associated with the Prairie style and is best known for his house designs in that idiom, many of which are listed in the National Register of Historic Places. From 1922 to 1926, he partnered with John J. Flad but was practicing on his own again by 1927. He retired in 1931 and died the following year.¹³

Comparatives

In the Wisconsin Historical Society's Architecture and History Inventory, there are 29 records in the City of Madison for similar industrial and warehouse buildings over a single story in height. Many of which are comparable in age to the Madison Saddlery Company property. However, these other examples generally lack the architectural integrity and distinction of the building. Some exceptions include properties already listed in the National Register of Historic Places in the city including the Klueter and Company Wholesale Grocery Warehouse located at 901 East Washington Avenue and

¹² Blumenson, John J. G. *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*, pages 43-45; and McAlister, Virginia S. *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*, page 388; and Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Volumes 1-3, a Manual for Historic Properties*, Architecture 2-9.

¹³ Rankin, Katherine H., and Timothy Hegglund. *Madison Intensive Survey - Master Architects (draft)*. Madison, WI: City of Madison, 2006. page 232; and Orr, Gordon D. "Prairie Architecture in Madison, Wisconsin. Influences, Forms, and Form-Givers." (master's thesis, University of Wisconsin-Madison, 1971). pages 71-83.

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completed in 1916. The Klueter and Company Grocery building was also designed by architect Alvan Small similar to the Madison Saddlery Company and was listed in the National Register in 2018. The Madison Candy Company building located at 744 Williamson Street was built in 1903 and listed in 1997; the Wisconsin Wagon Company Factory located at 602 Railroad Street was completed in 1903 and listed in 2002; the McCormick-International Harvester Company Branch House located at 301 South Blount Street was built in 1898 with a large addition in 1910 and listed in 2010, and the Wiedenbeck-Dobelin Warehouse located at 619 West Mifflin Street was built in 1902 and listed in 1986 is also similar. All of these examples were manufacturing facilities or industrial warehouses or a combination of the two with comparable size and stature in the city's turn of twentieth-century industrial history. Most, but not all, were listed in the National Register under Criterion A for their contribution to the local history of industry and not for their architectural features.

Conclusion

The Madison Saddlery Company building, located at 313-317 East Wilson Street, is representative of a well-preserved four-story masonry industrial loft with a timber frame structure. The property also possesses a fine example of Romanesque Commercial architectural design along its main façade designed by the prominent Madison architect Alvan Small. The period of significance for the building would be limited to its original date of construction in 1907 reflecting its original architecture. The subsequent two-story additions to the east, built in 1973 and 1979, are outside the period and area of significance as their design and intended use are dissimilar. The historic Madison Saddlery Company building is eligible for the National Register of Historic Places for its local significance under Criteria C as an example of Industrial Loft design and the Romanesque and Commercial styles of architecture popular during the period of construction. The City of Madison Downtown Preservation Plan noted the property as having "the potential to be listed on the National Register and/or as a Madison Landmark."

Statement of Archeological Potential

This area of Wisconsin, defined by its landscape of waterways, marshes, and series of large lakes, was a popular site for native peoples dating back thousands of years. Around 2,000 years ago, the Woodland Tradition of Native American culture was introduced to the region with widespread pottery, farming, villages, metal tools, and earthen burial mounds. This culture developed a distinct regional pattern of effigy mound building approximately 1,000 years ago. Clustered near the water and at high elevations, these mounds resemble animal and abstract shapes and were likely religious, depicting levels of the Woodland Culture universe such as water, earth, and sky. These mounds were especially common around the four lakes, and there may have been thousands of them, though only dozens remain. The four lakes region was more recently controlled by the Ho-Chunk tribe, with frequent

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settlements along the shores of the lakes and waterways. The area around the site of the Madison Saddlery Company building is nearly adjacent to the historic shore of Lake Monona and near the early settlement areas of the City of Madison. Besides the likely presence of pre-Madison archeological remains, it is also possible that early evidence of white settlement may also be found within the footprint of the property. While it is almost certain that the construction of the subject building would have greatly disturbed remaining archeological artifacts directly within its footprint, possible archaeological remains may be extant. The specific history of Native American archaeological investigation was outside the scope of this nomination project and further archaeological potential for the property remains unassessed.

Preservation Activities

The Madison Saddlery Company building has been occupied by a furniture showroom and warehouse for the last forty-five years and a series of hardware stores previously. Much of the exterior and interior have been preserved since its construction and the additions do not detract from the historic building's significance. Expectations are that the property will be purchased and developed as a hotel using historic tax credits to maintain its historic character.

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Verbal Boundary Description

The property that is the subject of this nomination consists of a single contributing resource located on the lot described as both the western and eastern half of Lot 3 of Block 270 of the original plat of Madison in the City of Madison, Dane County, Wisconsin. The lot is associated with the address of 317 East Wilson Street and 323 East Wilson Street and consists of two parcel numbers 070924213039 and 070924213021. The boundary for the Madison Saddlery Company building is delineated on the accompanying sketch map and encloses an area of approximately 0.42 acres.

Boundary Justification

The boundary encloses two parcels that occupies the plot limited to the site of the Madison Saddlery Company building and its non-historic additions. The parcels in downtown Madison have always been associated with the property since it was subdivided for development in the 1890s.

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Name of Property:	Madison Saddlery Company
City or Vicinity:	City of Madison
County:	Dane County
State:	Wisconsin
Name of Photographer:	Amanda DoBas & Rowan Davidson
Date of Photographs:	Nov. 29 – Dec. 3, 2021
Location of Original Digital Files:	Wisconsin Historical Society, State Historic Preservation Office, Madison, WI

Photo 1 of 16 (WI_DaneCounty_MadisonSaddlery_0001)
Exterior, view from the north

Photo 2 of 16 (WI_DaneCounty_MadisonSaddlery_0002)
Exterior, view from the west

Photo 3 of 16 (WI_DaneCounty_MadisonSaddlery_0003)
Exterior, view from the west

Photo 4 of 16 (WI_DaneCounty_MadisonSaddlery_0004)
Exterior detail, view from the north

Photo 5 of 16 (WI_DaneCounty_MadisonSaddlery_0005)
Exterior detail, view from the north

Photo 6 of 16 (WI_DaneCounty_MadisonSaddlery_0006)
Exterior detail, view from the north

Photo 7 of 16 (WI_DaneCounty_MadisonSaddlery_0007)
Exterior detail, view from the north

Photo 8 of 16 (WI_DaneCounty_MadisonSaddlery_0008)
Exterior storefront detail, view from the northwest

Photo 9 of 16 (WI_DaneCounty_MadisonSaddlery_0009)
Exterior, view from the west

Photo 10 of 16 (WI_DaneCounty_MadisonSaddlery_0010)
Exterior, view from the northeast

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Photo 11 of 16 (WI_DaneCounty_MadisonSaddlery_0011)
Exterior, view from the southeast

Photo 12 of 16 (WI_DaneCounty_MadisonSaddlery_0012)
Exterior, view from the east

Photo 13 of 16 (WI_DaneCounty_MadisonSaddlery_0013)
Exterior detail, view from the east

Photo 14 of 16 (WI_DaneCounty_MadisonSaddlery_0014)
Interior, first floor, view from the northwest

Photo 15 of 16 (WI_DaneCounty_MadisonSaddlery_0015)
Interior, second floor, view from the southwest

Photo 16 of 16 (WI_DaneCounty_MadisonSaddlery_0016)
Interior, third floor, view from the southeast

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Figure 1: Photograph, 1918, looking east along E. Wilson Street. On file with the Wisconsin Historical Society, Image ID 113494.



Figure 2: Photograph, 1931, looking east at the corner of E. Wilson Street and King Street. On file with the Wisconsin Historical Society, Image ID 4002.

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Figure 3: Photograph, 1946, looking southwest along E. Wilson Street. On file with the Wisconsin Historical Society, Image ID 3834.



Figure 4: Photograph, 1974, looking east at the corner of E. Wilson Street and King Street. On file with the Wisconsin Historical Society.