

# **The Historic Resources of Downtown Madison**

To accompany the  
Downtown Historic Preservation Plan

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# Introduction

At this exciting time in downtown Madison's development, it is important for us to step back and look at what it is about our downtown that makes it such a special and unique place. The founder of Madison, James Duane Doty, had an inspired vision when he platted the City. Among other things, Doty was a western land agent for east coast investors. In 1836 he convinced some friends to invest with him in the isthmus. Doty had his surveyor plat a large square labeled "donation for public buildings" on a hill in the center of wide radiating streets. He then lobbied extensively with the territorial legislature to make his paper city the capitol of the new territory of Wisconsin. Within a month of its platting, Madison was selected as the new capitol. This beautiful framework for development, so hastily but so wisely conjured up, is what makes Madison one of the extraordinary cities in the country, both as a residence and a place to visit.

The first business owners did not have beauty in mind when they constructed their small log and frame buildings along Morris Street, a street that quickly lost its name to the more descriptive "Main Street." But, within two decades, with the growing needs of state government officials, new farmers in the rich agricultural lands around the city and the new state university, large and important business buildings were being erected facing the capitol square. With the assistance of architects trained in Germany and the east, like Kutzbock and Donnel and Stephen Vaughn Shipman, business owners erected impressive two-, three-, and four-story sandstone and brick blocks in the prevailing Greek Revival and Italianate styles. It is fair to say that if Madison had ever suffered the economic collapse of such cities as Galena, Illinois, and retained its appearance from the 19th century, it would be a Mecca for Victorian architecture lovers and a major tourist attraction.

Fortunately for Madison, it did not collapse economically. Although it suffered the usual setbacks during depressions and economic panics, the downtown continued to grow. But it wasn't until the late 1910s and 1920s that the face of the Capitol Square began to change.

The invention of the elevator, along with the great growth of the city, created a demand for larger and taller buildings. Several large "skyscrapers" were built in this era, including the Gay Building, the Belmont Hotel, the Tenney Building, the Bank of Madison, the Beavers Insurance Co. Building, and the Wisconsin Power and Light building. As the office space in these large buildings became available, the second, third and fourth stories of the older buildings became less desirable as rentable space. Some new buildings of the 1920s were already only one or two stories high.

Of course, the Depression and World War II halted most building work, but as soon as World War II was over, new development began to replace the old, partially obsolete structures. New buildings were drastically different in appearance than those they replaced. Instead of the very interesting architectural details, fancy

brickwork, leaded glass, many windows, and ornate cornices, the new buildings were extremely plain. Better interior lighting and air conditioning meant that new store buildings did not need windows. This freed up the entire space above the storefronts to serve as a sign for passing automobile drivers. By aiming at automobile drivers rather than pedestrians, signage could now cover one or even two floors of the building, making the architecture of the upper stories little more than billboards. Shop owners wished to place all first floor emphasis on their wares inside the windows, so shop fronts became large expanses of plain glass. The old buildings that remained were usually remodeled with new plain glass storefronts. Some even had metal panels installed over the fancy Victorian upper stories so that the building could serve as a plain background for its sign.

The ever increasing popularity of the automobile created suburban shopping centers to which many downtown stores relocated. Suddenly, the plain featureless facades, which worked so well for commercial enterprises, became less aesthetically desirable. As heating became even more efficient, office buildings became largely expanses of glass windows. While beautiful to work in, the exteriors were often less than exciting for pedestrians walking around the Capitol Square.

As the Square changes from Madison's main shopping center full of automobile traffic to an office center and mass transit corridor, the aesthetic of modern architecture should change with it. As the downtown changes, many citizens are recognizing the value of smaller scale details on the first and second floors, the variety created by narrower buildings and buildings of varied heights, the sense of permanence and beauty created by fine quality materials. These should be designed into our new buildings; qualities that already exist in our older building stock.

Because of the many changes that occur in a vibrant and expanding city, most of our old historic buildings have fallen to the wrecking ball. Some old timers say that since so much is gone, why bother with the little bit that remains? One answer is that the little bit that remains answers in many respects the needs pedestrians have to be interested and excited by an attractive downtown. In addition, some of the older buildings in Madison are fine examples of architectural design. Others reflect the history of our city, without which the city would have no collective memory. Tourism officials now recognize that preservation of older buildings attracts tourists to a community. But, most importantly, the older historic buildings Madison's downtown provide that vitality of scale and detail that is so critical to a thriving and beautiful city.

# Capitol Square

## Northeast Square

The commercial buildings facing the Square on North Pinckney and North Hamilton Streets are one of the few groupings of 19th and 20th century commercial buildings remaining on the Square. They are important, therefore, because they convey to modern residents a sense of what downtown Madison was like in the early twentieth century. Historic buildings in this area include the American Exchange Bank, the Ellsworth Block (now the Atrium) and the Belmont Hotel (now the YWCA). The size and scale of these and the surrounding buildings and the architectural interest of their facades are qualities worth preserving. On the interiors of these buildings, only the atrium within the Ellsworth Block and the first floor of the American Exchange Bank remain intact. Therefore, the Task Force recommendations are limited only to the preservation of the facades of all but these two buildings.

### 1 N. Pinckney St.



The American Exchange Bank at 1 North Pinckney Street was built in 1871. Designed by Madison master architect Stephen Vaughn Shipman, it is perhaps the finest example in Madison of the use of the Italianate style for a commercial building. The American Exchange Bank, which was housed in this building for many decades, was important in Madison's ethnic heritage as a bank founded for German speaking immigrants. The building is listed on the National Register and is a designated Madison Landmark.

### 7 - 9 N. Pinckney St.



The building at 7 North Pinckney Street was built in 1899 as the men's clothing store Olson and Veerhusen, which remained here for over 70 years. In its day, the firm was considered the leading tailoring establishment in the city. The building was designed by the noted local architectural firm of Claude and Starck. 9 North Pinckney Street was built in 1906.

The two buildings, which are now considered one property, are Neoclassical Revival in style. Of particular note are the beautiful terra cotta arches on the second floor of 7 North Pinckney Street.

### 19 N. Pinckney St.



The oldest section of the Gill-Lamb Block was erected in 1880. Its simple Italianate features were preserved as part of a recent exterior remodeling. The first occupant was the F. H. Grube confectionery and toy store. From 1887 to 1923 the building housed the Bon Ton confectionery, Madison's first local producer of home-made candies. Later the building became a Rennebohm's drug store.

### **21 - 23 N. Pinckney St.**



The building now known as the Atrium was built in 1871 as two buildings – the Maeder building at 21 North Pinckney Street and the Ellsworth Block at 23 North Pinckney Street. Fritz Maeder, the original owner of 21, was a confectioner. The building for many decades housed the Fox medical office with a drug store on the first floor. The front facade was remodeled ca. 1920. The Ellsworth block was built to house the Ellsworth Brothers Grocery store. In 1899 the dramatic second story “atrium” was installed, probably to lure new tenants when a long-term occupant, the Madison Business College, moved to new quarters. In 1948 the building was described as “probably the most pretentious architecturally of Madison’s historic business structures...a monument to the best business architecture of its day.” More recently, people remember it as being totally covered by a plain metal facade, which was removed in 1977 and the sandstone was revealed once more.

### **27 N. Pinckney St.**



The Lydia Winterbotham Building was built in 1897 and is Richardsonian Romanesque in style. Lydia Winterbotham’s father, Edward Sharp, did much of the construction on this building. First tenants included L. W. Gay (a tailor), a dentist and the Madison Academy of Music. From 1908 until at least 1951, the building housed the Crescent Clothing Company. This building served as a labor hall during an important and tumultuous era in Madison’s labor history, when working conditions just after WW I caused 2,000 machinists and molders to go on a tense and protracted strike.

### **101 E. Mifflin St.**



The Belmont Hotel was built in 1923-24 and designed by the Madison architecture firm of Balch and Lippert. The construction of this Neoclassical Revival building precipitated the height limitation legislation, still in place, to protect the view of the State Capitol. The Belmont, which was built to house the business traveler, is a good example of a modern urban high-rise hotel. It is individually listed on the National Register and has been designated a Madison Landmark.

### **117 - 119 E. Mifflin St.**



The Wakely-Giles Building, built in 1869, is significant as the place of publication of an important Norwegian-language newspaper, Amerika, between 1911 and 1922. It was also the office of Amerika’s publisher Rasmus B. Anderson, a nationally significant Norwegian-American. The Wakely-Giles Building is individually listed on the National Register and has been designated a Madison Landmark.

### **121 - 123 E. Mifflin St.**



The Capitol Hill Apartments/German Methodist Episcopal Chapel is an unusual building type, combining commercial and church use. It is one of only three such buildings that have been identified in the state. The original church was located across the street. When this building was erected, many members of the congregation joined other churches. Built in 1924, this Neoclassical Revival building was designed by Madison architects Balch and Lippert.

### **101 N. Hamilton St.**



The Draper Brothers Block was built in 1867. It housed the Matthew Hoven Meat Market from 1874 until 1902. Hoven was an alderman for 20 years, and a three-term mayor. He was the first German and the first Catholic elected as Mayor in Madison. After he retired, Hoven's son-in-law, John Hartmeyer, operated the meat market until 1941. This was the longest-term meat market in an existing building in Madison. This small sandstone building is a vestige of the many smaller commercial structures that once existed in downtown Madison.

### **102 N. Hamilton St.**



Well-known Madison architects Law, Law and Potter designed this commercial block for the Jackson Realty Corporation in 1929. This Art Deco building was erected to house the Montgomery Ward Department Store. Its prominent location on an angled corner makes the building a landmark in the street scape of the Square.



# West Square

The West Square area is a concentration of commercial and institutional buildings in the 100-block of West Washington Avenue and on North and South Carroll Street facing the Capitol Square. Major architecturally significant buildings add a sense of urbanity to this area, including Grace Episcopal Church, the Lorraine Hotel, and the Hovde Building. These buildings are significant not only for their front facades, but also for their massing, side facades and historic interiors and should be preserved. The other commercial buildings in the area fronting the Square are significant primarily for the architectural interest of their facades. Like the northeast section of the square, this area also conveys a sense of what the Capitol Square was like in the first decades of the twentieth century.

## 2 N. Carroll St.



Grace Episcopal Church, built in 1855-1858 and designed by Milwaukee architect James O. Douglas, is one of the best examples of Gothic Revival architecture in the state. It is also significant as one of a handful of surviving buildings in the downtown constructed of local sandstone. The stained glass windows in this church are particularly beautiful and include the Baptistry window designed by Tiffany's of New York and dedicated in 1899. The Vilas Guild Hall attached to the church was built in 1894. The church complex is listed on the National Register and is designated as a Madison Landmark.

## 16 N. Carroll St.



The Gay Building was Madison's first skyscraper. When it was built, the Gay Building was the tallest commercial building in the state outside of Milwaukee. While it was being constructed, local newspapers worried that it was so large that the streetcar company would have to add extra cars to handle all the business people streaming out of the building at 5:00 p.m. Built in 1914-15, the Gay Building was designed by Madison architect James R. Law. It is Neoclassical Revival in style.

## 18 N. Carroll St.



Known historically as the Carroll Block, the oldest part of this Queen Anne style building was constructed in 1900, and designed by Madison architects Gordon and Paunack. The Carroll Block was built for Professor C. S. Schlichter and his wife. The first occupants included the magazine The American Thresherman, plumbing contractors, and a dry goods store. The Carroll Block also housed a series of men's clothing stores for more than 80 years.

### **24 N. Carroll St.**



The Vroman Block was erected in 1900 and designed by the same architects as the Carroll Block, Gordon and Paunack, in the Neoclassical Revival style. The first occupants of the Vroman Block included milliners, a dentist, a doctor and two publishers.

### **2 S. Carroll St.**



The Anchor Savings and Loan Association was built in 1940-1941 and was designed by Madison architects Law, Law and Potter. It is one of the few Art Moderne style commercial buildings in Madison. Anchor was founded in 1918. The building now houses Home Savings.

### **6 S. Carroll St.**



The Badger Block Annex was designed by Madison architects Claude and Starck in the Queen Anne style, and built in 1904. The Badger Block Annex housed the offices of Claude and Starck from the time it was built until the firm dissolved in 1929.

### **14 S. Carroll St.**



The Badger Block was also designed by Claude and Starck and is Queen Anne in style. The building features delicate decorations that add a great deal of interest to an otherwise simple building. This pedestrian interest is not often seen in modern commercial design.

### **120 W. Washington Ave.**



The Wisconsin Power and Light Building (now known as the Hovde Building), designed by Law, Law and Potter and built in 1928, is one of the finest Art Deco buildings in Madison. Wisconsin Power and Light was incorporated ca. 1917 to bring utility service to the rural areas surrounding Madison. Note the terra cotta panels showing power turbines that decorate the spandrels of this building.

## 123 W. Washington Ave.



The Loraine Hotel is an eclectic design by Milwaukee architect Martin Tullgren, and was built in 1923 - 1925 for Milwaukee hotel and insurance magnate, Walter Schroeder. When it was built, the hotel cost \$1,100,000, which at the time was the most expensive building (aside from the State Capitol) ever built in Madison. The Loraine was Madison's premier hotel for several decades.

## West Main Street Area

The West Main Street area includes a group of nineteenth century commercial buildings in the 100-block of West Main Street, and two adjacent triangular commercial/apartment blocks. These are the Jackman Building and the Baskerville Apartments. The potential West Main Street Historic District has a harmony of scale, rhythm and materials due to the fact that the commercial buildings were all built within a few years of one another, immediately after the first Park Hotel was erected in 1872. The building of the Park Hotel was important in Madison's history. In 1870, a group of Milwaukee businessmen were making yet another effort to move the state capital from Madison to Milwaukee. A major criticism of Madison at that time was that it had no first-class hotel. Several Madisonians formed the Park Hotel Corporation and, with the financial support of other local business leaders, built the Park Hotel. The construction of the Park Hotel put an end to Milwaukee's efforts to move the capital. The West Main Street commercial buildings were a spin-off of the Park Hotel, and supported the Park Hotel by serving the market created by its guests.

### 105 W. Main St.



The Smith and Lamb Block was built in 1876. Madison architect D. R. Jones designed this triangular-shaped building in the High Victorian Gothic style. Recently, Madison residents watched with fascination as the old sheet metal signage was removed, revealing intricate Gothic arched storefronts. This building is a Madison Landmark.

### 113-115 W. Main St.



This building was originally constructed as two separate structures. The Fred Mohr Block at 113 West Main Street is an Italianate building erected in 1873. The H. C. Christoffers Block at 115 West Main Street was also constructed in 1873 in an Italianate design to complement the Mohr Block next door. In 1898, B. B. Clarke moved the editorial offices of his American Thresherman magazine into this building. American Thresherman was the most important periodical published in Madison around the turn-of-the-century, informing farmers nationwide of the latest practical and scientific farming practices. When the offices of the American Thresherman were moved in 1909, Robert La Follette took over the space for his new publication, La Follette's Weekly Magazine. This nationally-distributed magazine publicized La Follette's progressive political and social views. In 1929, the name was changed to Progressive Magazine and its offices were moved to another building. The Mohr-Christoffer Block is a Madison Landmark.

### **117 - 119 W. Main St.**



The Jacobs and Regan Blocks are side-by-side Italianate buildings designed by Madison architect David Jones and built in 1885. Robert M. La Follette's law office was located at 119 for several years.

### **121 W. Main St.**



The McGovern Block was built in 1871 in the Italianate style. The beautiful terra cotta storefront is an excellent example of the Art Deco style and dates to 1936. It is this strong first floor pedestrian interest that has earned this building status as a Madison Landmark.

### **123 W. Main St.**



The Fitch Block housed the Deming Fitch Funeral Parlor. It was built in 1871 to match the building at 121 West Main Street next door, but, unlike its neighbor, it still retains its second story arched windows. Deming Fitch was one of the most important undertakers in Madison. He established his business in 1852 and fifty years later boasted that he had laid away two governors, one chief justice, six supreme court justices and 14,000 other Madisonians. Fitch also was superintendent of the Forest Hill Cemetery for forty years.

### **101-111 S. Hamilton St.**



The Jackman Building was built in 1913-1914. Designed by Madison architect Claude and Starck, it is an unusual combination of the Neoclassical Revival and Craftsman styles. The stained glass lunette over the main door is particularly interesting. The Jackman Building was erected for the law offices of Richmond, Jackman and Swanson. This firm, in various incarnations, occupied the building's second and third floors from 1914 until 1978. The Jackman building is individually listed on the National Register, and is a Madison Landmark.

### **121 - 129 S. Hamilton St.**



The Baskerville Apartments, built in 1913-14, is a Neoclassical Revival styled, triangular shaped apartment block. It was designed for Rev. E. J. Baskerville by architect Robert L. Wright and is a good early example of a modern apartment building. In 1993 it was fully renovated by the same family who built the building. It is individually listed on the National Register, and is a Madison Landmark.

## King Street Area

The King Street area encompasses the 100- and 200-blocks of King Street, the 100-block of East Main Street, and the 100-block of South Pinckney Street. Within this area is the National Register-listed Simeon Mills Historic District (which is the block bounded by King Street, East Main Street and South Webster Street).

King Street was the first part of the city to be developed. The first commercial building to be erected was the Simeon Mills store (gone) at the corner of East Main and Webster Streets. For much of Madison's pioneer era the post office was located in the Hooley Opera house building at 122-128 South Pinckney Street. Shops, hotels, and taverns serving the state legislature soon sprang up. Sometime early in Madison's history, Morris Street became known as Main Street because of its focus as the center of commercial activity, which it remained for most of the 19th century.

### *The Simeon Mills historic district*

The Simeon Mills Historic District is listed on the National Register of Historic Places. It encompasses one triangular block of commercial buildings. It is located at the east corner of the Capitol Square and includes the 100-even blocks of King Street and South Webster Street, and the 100-odd block of East Main Street. All the buildings are two to three stories, masonry or masonry-veneer, built between c. 1845 and 1887. All but one are Italianate in style. During the mid-to-late nineteenth century, all of Madison's downtown looked much like this block. The Simeon Mills district, named for the man who built the first store in Madison on this block in 1837, represents an intact block of the oldest part of Madison's commercial downtown. King Street was the first area to develop when Madison was settled in the 1830s, and some of the earliest remaining commercial buildings in the city are located in the Simeon Mills Historic District. The buildings in the district include the following:

### **102 King St.**



The Suhr Building was built in 1887 and was designed by Madison architect John Nader. Although the Queen Anne and Richardsonian Romanesque styles were already popular elsewhere, it is interesting to note that the architect chose a style that would blend well with the surrounding buildings. The Suhr Building was constructed for John J. Suhr's German-American Bank (later the American Exchange Bank). Many middle-aged residents of Madison still remember the shoe store at 104 King Street, which was located in this building from its construction. Also located here from construction until the modern era was a series of dentists' offices.

### 106 - 116 King St.



The Italianate-style Simeon Mills Block was built in two sections. The part numbered 106-108 was erected in 1852; the rest of the building was constructed in 1855. All of this block was originally three-stories high, but some of the third floors were removed in the mid-20th century. 106-108 King Street housed a drugstore, a crockery shop, and grocery store, all long-term businesses in Madison. The third floor was used as the “Badger Hall” theater and the upper floors were also the first home of the Capital Times. Although the part of the building at 110-112 King Street looks modern, the building behind the facade actually dates to 1855. This building was the long-term home of a stationery and book store. 114 was the first home of the Cantwell Printing Company, established here in 1867. 116 was the home of the Madison Saddlery Company, and later Charles Wehrman’s harness, saddlery and truck shop (succeeded now by Wehrman’s Luggage in the Hilldale Mall).

### 117 E. Main St.



The Schoen Block is an Italianate style building designed by Madison architect David R. Jones and built in 1875. It was built for Philip Schoen, who had operated the Capitol Bakery at this location since 1860. Shortly after construction Schoen added a restaurant to his operations. This building housed a restaurant from the date of construction until the modern era. In the 1880s the upstairs offices were the home of the German-language Staats-Zeitung newspaper.

### 119 E. Main St.



The Thompson Block is another Italianate style building, erected in 1868. A grocery store was located here from 1868 until the 1930s. In 1902 Moses Nelson, the grocer here at that time, advertised himself in a surprisingly modern way, by noting that as a large buyer he could pass his high volume wholesale prices onto his customers. The Thompson Block is a designated Madison Landmark.

### 121 - 123 E. Main St.



The Argus-Heilmann Building is probably the oldest building remaining in downtown Madison and the only building left that dates back to the 1840s. The Argus building was constructed c. 1845 for the pioneer newspaper, The Argus. In 1891, the building was remodeled in the Romanesque style for George Heilmann, who operated the Madison Bakery and a saloon, restaurant and candy store in this building.

*Other buildings of interest outside of the Simeon Mills historic district*

**110 E. Main St.**



The Tenney Building was designed by Madison architects Law, Law and Potter, the same architectural firm that designed the similarly impressive Wisconsin Power and Light building on West Washington Avenue. The Tenney Building was constructed in 1929 in the Art Deco style. The first Tenney building was a two-story masonry structure erected on this site in 1870.

**107 - 113 King St.**



Built in 1927 as an indoor shopping arcade, the King Street Arcade was the home for many years of Norris Lea Furs, among other shops.

**115 King St.**



The Majestic Theater was built in 1906 as a two-story vaudeville theater, built for and managed by the Biederstaedt brothers. It was the Madison home of the touring company known as the Majestic Players, which included Melvin Douglas, Ralph Bellamy and Edmund O'Brien among other noted actors. In 1911, a third floor was added and the Majestic became Madison's first large movie theater. The Majestic Theater was designed by Madison architects Claude and Starck in the Neoclassical Revival style. It is probably the oldest continually-operated theater in Wisconsin. The Majestic Theater is a designated Madison Landmark.

**119-125 King St.**



For more than 20 years, the English style Eddy building at 119 King Street housed an early twentieth century version of a fast food restaurant – the “One Minute Lunchroom.” Built in 1907 with an addition in 1912, it is now a part of the Dick Block next door. The Romanesque Revival Dick Block at 121-125 King Street was constructed for Christian Dick's wine and liquor business in 1889. It was designed by Madison architects Conover and Porter. The wine cellars in the basement extended under the sidewalk. Just before construction, Professor Kehl convinced Dick to include a third floor for Kehl's Dance Academy. The Quisling Clinic also was located here before moving to Gorham Street in 1939. The corner tower of this castle-like structure and its prominent location on an angled corner make it a landmark in the southeast section of the downtown.



### **123 E. Doty St.**



The Fess Hotel was established in 1856 by English immigrant George Fess. The original building was located westward of the current buildings, where the parking ramp is today. Around 1880 the cream brick section was built in a design to match the original building. The Queen Anne style east section was built in 1901, and designed by Madison architects Gordon and Paunack. The building was operated as a hotel by the Fess family until 1973, making it one of the longest running hotels in the city. The Fess Hotel is individually listed on the National Register and is a Madison Landmark.

### **203 - 207 King St.**



The Italianate style Findlay Building was erected in 1882 to house the Alexander Findlay Grocery in 1882. The Findlay Grocery was one of the largest such operations in Madison and shipped out groceries and baked goods by rail daily to surrounding Dane County communities. In the 20th century, a series of furniture stores were located here until ca. 1980.

### **211 King St.**



Built in 1869 to house Fred Moessner's confectionery, this Italianate building continued in that use until 1893. Moessner and his wife Catharine lived upstairs. Catharine Moessner was an advocate of the establishment of kindergartens, and was the first to teach kindergarten in Madison (at Turner Hall in 1879). This building also housed a series of Chinese laundries between 1896 and 1939. It is the only remaining building from the historic period known to have been associated with the Chinese community.

## Individual historic sites in the Capitol Square area

The following sites in the Capitol Square area are already listed on the National Register of Historic Places (NRHP) and/or are designated Madison Landmarks (ML):

**1 W. Mifflin St.** Wisconsin State Capitol and Capitol Park Grounds (NRHP, ML).

**1 W. Wilson St.** State Office Building (NRHP).

**5 E. Wilson St.** Madison Club (ML).

**15 E. Wilson St.** Madison Catholic Assn. Clubhouse (ML).

**21 E. Wilson St.** Bellevue Apartments (NRHP, ML).

The following sites are not designated as historic but have the potential to be listed on the National Register and/or as Madison Landmarks. The owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking these buildings:

### **113-115 N. Hamilton St.**



This imposing Queen Anne commercial structure was erected in 1899 for Henry Towne. It demonstrates the complexity of the Queen Anne style, with its bay windows, intricate sheet metal trim, and decorative cornice. It is also unusual because much of the first floor is intact, including the stone and brick archway over the center door.

### **12 W. Mifflin St.**



Although the facade of this building dates to 1937, the interior was originally constructed in 1897 as the Mendota Block. In its early history, the building housed Kornhauser's Dry Goods store. A disastrous fire in 1922 forced Kornhauser to go out of business, but in 1924 the Baron Brothers founded their department store at this location. It was the Barons who renovated the facade of this building in the Art Deco style in 1937. The department store remained here until the late 1950s or 1960s. The building is significant for its imposing Art Deco facade, designed by the prominent local architectural firm, Law, Law and Potter.

### **1 W. Main St.**



The Bank of Wisconsin was built in 1917-1919. If you look closely at the facade, you can see the addition in the same style built just to the west in 1929-1930. The Union Trust Co. moved into this building in 1939. After several merges and buy outs, the bank eventually became M&I. The building also housed many lawyers' offices and the National Guardian Life Insurance Co. It is a Neoclassical revival style design, with monumental columns. The drive-up banking facility at the rear of the property is not historic and should not be considered for landmark designation.

### **119 Martin Luther King, Jr. Blvd.**



The Beavers Insurance Company erected this tall office building in 1921-1922. The Neoclassical design was the work of noted local architects, Law, Law and Potter. The Beavers were a fraternal benefit society, hence the first floor auditorium used for meetings and balls, and more recently, as the Wisconsin Assembly and Senate chambers during Capitol restoration. The insurance industry has always been an important part of Madison's economy. In its day, the Beaver Insurance Company was probably the largest of Madison's home-based insurance companies.

### **215 Martin Luther King, Jr. Blvd.**



The monumental U. S. Post Office and Federal Courthouse (now the Madison Municipal Building) was erected in 1928-1929 to the designs of U. S. post office architect James Wetmore. It is one of the finest Neoclassical revival designs remaining in the city. The

loading dock in the rear of the building is not historic and should not be included in a landmark nomination.

### **219 - 221 King St.**



In 1913, Arthur Frautschi, a pioneer German undertaker and cabinetmaker in Madison, had the Frautschi Building constructed as the family's furniture store. The building was designed by Madison architect Ferdinand Kronenberg with elements of the Neoclassical Revival and Craftsman styles.

### **313 - 317 E. Wilson St.**



The Madison Saddlery Company at 313-17 East Wilson Street. This Neoclassical Revival/Craftsman building was designed by Madison architect Alvan Small, and built in 1907. This is the only building in Madison that was constructed for a leather-goods business. It was built for Charles Hoebel, who was president of the Madison Saddlery Company, manufacturers of all types of harnesses and wholesale dealers in saddlery hardware, blankets, fur goods, saddles, whips, etc. The company closed in 1930, a casualty of the rise of the automobile and the tractor. This building is remarkably intact on both the exterior and interior.

# Downtown West

## University Avenue/West Gilman Street

The University Avenue/West Gilman Street area contains a concentration of commercial buildings in the 500- through 700-blocks of University Avenue, and a group of commercial and apartment buildings in the 400-block of West Gilman Street. All of these buildings were erected in the early twentieth century to serve the University student population. Between 1900 and 1920, the University of Wisconsin built a reputation as a world-class university, and the student population grew from 2,000 to about 8,000. Most of the students lived off campus. The University Avenue/Gilman Street area is both a small fragment of what was once a dense student residential/commercial area, and is an edge where Town and Gown meet.

### 525 University Ave.



The American Ice Cream Company Building is an interesting Prairie School building erected in 1913 for Herman Haas. The American Ice Cream Company was located here until at least 1930. It was succeeded by the Wisconsin Creameries Dairy.

### 602 University Ave.



The Olwell Building was built in the Queen Anne style in 1907 for the Olwell Brothers Grocery. The Olwell family lived upstairs. Many current residents of Madison consider this building historic as the location of the 602 Club tavern, a popular meeting spot for a lively variety of students, professors and townspeople.

### 604 - 606 University Ave.



The Craftsman style Bewick Building was erected in 1913. Miscellaneous commercial occupants included a drugstore, a meat market and a restaurant.

### 610 University Ave.



The Petersen Building was designed by Madison architect M. P. Schneider in the Craftsman style, and was erected in 1923-1924. Various commercial enterprises have been located in the storefront, including a bicycle repair shop, a secondhand store, a furniture salesroom and a radio store.

### **626 University Ave.**



This Gothic Revival chapel was designed by Madison architects Claude and Starck and built in 1914. The Luther Memorial congregation was organized in 1907 for students at the University of Wisconsin. The congregation moved to its current building at 1021 University Avenue in 1923. This was the first Lutheran Church in Madison to conduct all of its services in English.

### **405 N. Frances St.**



The Eleanor Apartments was built in 1914. It is a Neoclassical Revival building that retains much of its original storefronts. The building adds a strong sense of urbanity to this section of the city.

### **425 N. Frances St.**



This outstanding Colonial Revival design by noted Madison architect Frank Riley was built in 1926 to house the Grimm Book Bindery. It is listed on the National Register and is a Madison Landmark.

### **433 W. Gilman St.**



The Stratford Apartments is a Neoclassical Revival/Craftsman style building erected in 1914 for A. D. McConnell.

### **445 W. Gilman St.**



The Victoria Apartments were built in 1919 in the Craftsman style.

## State Street

State Street comprises the largest concentration of architecturally significant historic commercial buildings in the City of Madison. State Street's contiguous two- and three-story masonry commercial buildings give the street a continuity and human scale not seen elsewhere in the city. The district showcases a wide variety of architectural styles, with designs by a large number of important local architects. The area is also significant for its concentration of fine and interesting Queen Anne, Neoclassical revival and Art Deco commercial structures. This concentration reflects a boom period in Madison's history, between 1910 and 1930, when Madison grew from the seventh largest to the third largest city in the state. State Street's unique character is dramatized by the strong focal points and axial views provided by its end anchors of the Capitol Building and Bascom Hill.

State Street has so many fine examples of architecture that it would be too lengthy to list them all in this publication. The French renaissance revival Yost's building (201 State), the Tudor revival Lamb Building (114 State), the Italianate Main Building (105 State), the Gothic revival Conklin Block (234 State), and the Prairie style Eddy Building (317 State) are just a sampling of the rich architectural history of the street. State Street was recently nominated to the National Register of Historic Places in order to enable owners to take advantage of the historic preservation tax credits for rehabilitation. Due to owner objection, however, it has not been listed on the National Register. The National Register nomination for State Street outlines the history of the street. Copies of the nomination are available by calling the City's Preservation Planner, Katherine Rankin, at 266-6552.

# West Rail Depot Area

The West Rail Depot area encompasses part of the 500-block and all of the 600-block of West Washington Avenue, plus the 600-block of West Main Street up to the railroad tracks, and the American Tobacco Company Warehouses at 651 West Doty Street. The Chicago, Milwaukee and St. Paul Railroad was the first railway to come to Madison, arriving here in 1854. For about 100 years, the west rail area was a hub of commercial and industrial activity centered on the major transportation network of its day. Today, all of the 19th century buildings are gone, but many early twentieth century commercial and industrial buildings from this once thriving area remain.

## 540 W. Washington Ave.



The Mediterranean Revival Gill-Joyce Funeral Parlor building was designed by Madison architect Ferdinand Kronenberg, and built in 1929. The Joyce Funeral Home was founded in 1929. During the 1930s, the storefront at 542 housed the Pfister Flower Shop. This building has one of the finest and most intact historic storefronts in the city.

## 544 W. Washington Ave.



Constructed in 1927 in the Mediterranean Revival style, the Schubert Building was designed by Madison architect, M. P. Schneider. This building also has a fine original storefront, complete with stained glass transoms.

## 1 N. Bedford St.



Claude and Starck designed this large brick industrial structure for the Teckmeyer Candy Co. It was built in 1909 and served as the candy company plant until around 1935. The building was rehabilitated as an apartment building in 1981.

## 614 W. Washington Ave.



The Illinois Central Freight Depot is a vernacular building erected in 1886-1887. The IC Passenger Depot was located across West Washington Avenue where the Badger Bus Depot is now. The Illinois Central was one of three major lines serving the city. The others were the Chicago and Northwestern; and the Chicago, Milwaukee and St. Paul Railroad. This is the only Illinois Central Railroad building left in Madison.

### **625 W. Washington Ave.**



The Kennedy Dairy Company is a Neoclassical Revival/Craftsman building erected as a state-of-the-art dairy in 1923. The company was formed in 1913, when Stephen Kennedy acquired the Badger Creamery Company. Kennedy bought up several local dairies, consolidated them and built this building on the site of the former Zilisch Dairy. Borden bought the company in 1928.

### **640 W. Washington Ave.**



The imposing Milwaukee Road Depot was designed by railroad architects Frost and Granger, and built in 1903. It is Neoclassical Revival in style, and is both individually listed on the National Register and a Madison Landmark. The Milwaukee Road Depot is the best and most intact railroad building left in Madison.

### **619 W. Mifflin St.**



The historic section of the Wiedenbeck-Dobelin Warehouse was built in two parts – one in 1907 and one a few years later. The building is one of the few survivors of the many warehouses in this area that were served by the Milwaukee Road and the Illinois Central Railroad. Designed by Claude and Starck, the complex housed for many decades a wholesale blacksmith, wagon-making and hardware business. The building is listed on the National Register and is a designated Madison Landmark.

### **603 W. Main St.**



There are several old houses on the isthmus which people believe were old farmhouses, but only a handful really were. The red brick Greek Revival style Doris family house of 1857-1858 is one that really was a farmhouse. The Dorises were emigrants from Ireland who owned several acres in this block and the block to the east where they operated a truck farm, probably growing vegetables and/or fruits to sell to city residents.

### **624 W. Main St.**



The Gould, Wells and Blackburn Grocery Warehouse combines the Neoclassical Revival and Craftsman styles and was erected in 1915.



**627 W. Main St.**



Built in 1907, this Queen Anne style Lavin Building housed a saloon for 32 years, including during Prohibition. It is associated with Madison's Irish community. Many saloons once served the railroad workers in this area, but this building is the sole survivor.

**651 W. Doty St.**



The American Tobacco Company Warehouses are vernacular buildings erected in 1899 and 1900. The complex is a designated Madison Landmark. They are significant for their association with the largest local tobacco operation in Madison, a city located in the heart of a major tobacco-producing agricultural area in the early part of the twentieth century.

## Bassett Neighborhood

The Bassett neighborhood is a large, dense mostly rental-residential area with many of buildings that were built as worker's houses. The section north of West Washington Avenue is bounded by Dayton, Bedford and Broom Street. The housing stock in the northern section is very similar architecturally because it was all built between 1890 and 1910. On the south side of West Washington Avenue, the boundaries expand east to Henry Street south of Doty Street. The housing stock in this area dates from the mid-to-late nineteenth century. Historically, there was a concentration of Irish people living in this neighborhood, many of whom were employed by the Chicago, Milwaukee and St. Paul Railroad. Saint Raphael's Roman Catholic Church, to which many Irish in Madison belonged, lies just east of this neighborhood at 216 West Main Street.

Particularly worthy of note are the older houses and apartment buildings in the 400 block of West Wilson Street just west of Doty School. This grouping includes the Landmark "Fighting Bob" La Follette house at 314 South Broom Street, his sister's and brother-in-law's house next door at 409 West Wilson Street, the George house at 437 West Wilson Street and several high quality apartment buildings, including the Dowling Apartments at 445 West Wilson Street. This enclave would make an excellent foundation for higher density infill around the historic buildings.

The following sites in the Bassett neighborhood are already listed on the National Register of Historic Places (NRHP) and/or are designated Madison Landmarks (ML):

**14 S. Broom St.** Bush house (ML).

**403 W. Washington Ave.** Casserly house (ML).

**321 S. Hamilton St.** Stoner house (NRHP, ML).

**314 S. Broom St.** La Follette house (ML).

**Brittingham Park.** Brittingham Boathouse (NRHP, ML).

The following sites are not designated as historic but have the potential to be listed on the National Register and/or as Madison Landmarks. The owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking these buildings:

**448 W. Washington Ave.**



The Holstein Friesian Assn. of America building was designed by Law, Law and Potter in 1930. It is a beautiful jewel of a building in the Art Deco style, perhaps the finest example in the city. The Holstein Friesian Assn. moved in 1937, after which the building housed the national AFSCME headquarters until 1957.

### **32 N. Bassett St.**



The Mifflin Co-op was built in 1901 as a grocery store for John and Apollonia Reis. It has served as a grocery store for its whole existence. The Mifflin Co-op was a center of community life for students and for progressive and radical political activities during the Vietnam war era.

### **216 W. Main St.**



St. Raphael's was the first Roman Catholic congregation in Madison, having started holding masses in 1842. The current sandstone structure was begun in 1853. The first services in the new building were held around the year 1863 and it was dedicated by the Bishop as Madison's cathedral in 1866. St. Raphael's is, by far, the oldest building remaining connected with the Irish community in Madison, many of whom lived in the Bassett neighborhood. St. Raphael's is one of Madison's most important pioneer era landmarks.

### **153 W. Wilson St.**



This late Queen Anne three-flat building was constructed in 1911 for George Sayle, who lived in the house next door at 149 West Wilson Street. Its two-story columns and Neoclassical details make it one of the finest examples of its type in the city.

### **405 W. Washington Ave.**



The Phineas Baldwin house was erected in 1890-1891 and is one of the latest examples of the Italianate style in Madison. The first occupants of the house were the Mullen family; Mr. Mullen was a railroad conductor.

### **120 S. Broom St.**



Claude and Starck designed this Prairie School house in 1916. The house is well designed to take advantage of its urban corner lot. The house was built for James and Laura Brader. Mr. Brader owned a restaurant.

### **437 - 439 W. Doty St.**



This solid Prairie style three-flat was built in 1925 as the home and rental property of Joseph and Laura Reilly. M. P. Schneider was the architect of the house, which features bands of Prairie style windows on the front. Joseph Reilly was the President of the Westmorland Co., which developed the suburb of that name.

### **351 W. Wilson St.**



Doty School was built in 1906 to the designs of noted local architects Claude and Starck. It was built on the site of the old Fourth Ward School during a period of primary school upgrading. Doty School was named in honor of the founder of Madison. The building served as an elementary school until the new Washington School (now the Doyle school administration building) was completed. In 1981 the City sold the school to a development firm that sensitively rehabilitated it into condominiums.

### **409 W. Wilson St.**



Tucked behind later apartment buildings, the Robert and Josephine Siebecker house was constructed in 1896. The architects, Conover and Porter, selected a Victorian version of the Georgian Revival style for the house. Mrs. Siebecker was the sister of “Fighting Bob” La Follette, whose home next door is a Madison Landmark. Mr. Siebecker was a partner in La Follette’s law firm and later served as a chief justice of the Wisconsin Supreme Court.

### **437 W. Wilson St.**



Local architect D. R. Jones designed this cream brick Italianate house in 1875 for the George family. All of the members of the George family worked for the Milwaukee Road. When Thomas George retired in 1936 he was the nation’s oldest railroad engineer. This house is one of the finest and most intact examples of the Italianate style remaining in Madison.

### **445 - 447 W. Wilson St.**



The Dowling Apartments is one of the finest examples of a Craftsman style apartment building remaining in the city. It was built for William and Margaret Dowling, who lived in one of the apartments.

**302 S. Bassett St.**



This lovely Prairie style house was designed by noted local architects Claude and Starck. Built in 1906, it was constructed for Alfred and Margaret Kroncke. Mr. Kroncke was president of a large hardware company downtown.

**312 - 320 S. Bassett St.**



The Stacy Apartments was built in 1901 in the late Queen Anne style. George Stacy was a traveling salesman. Other early occupants included a letter carrier, a newspaper editor and an attorney. The multi-story porches facing Lake Monona make this fine house look like a resort hotel.

## Individual buildings of potential historic significance in the Downtown West area

### 545 W. Dayton St.



The Washington Public Grade and Orthopedic School was built in 1939-1940 as part of an ambitious three building construction program, which also included the new Marquette and Lapham Schools. This building replaced the Washington, Doty and Draper Schools and the old unit of Longfellow School. The architect of this Art Moderne style building was John J. Flad of Madison.

### 802 Regent St.



DiSalvo's grocery store was built in 1923 for Benjamin and Frances DiSalvo. When it was built it was one of seventeen Italian grocery stores in the small neighborhood known as Greenbush that was destroyed by urban renewal in the 1960s. DiSalvo's specialized in Italian products and also ran a spaghetti house in a building that no longer stands directly west of the grocery store. The DiSalvo family continued to run the grocery store until 1984. The building is one of only a few remaining connected with the strong Italian neighborhood that once existed just west of the downtown.

### 731 State St.



The University Presbyterian Church and Student center was erected in 1931. It is the finest design of local architect Edward Tough. It is an elegant example of Gothic revival, with its delicate traceried corner tower and a landmark on lower State Street.

# Downtown East

## East Wilson Street Historic District

The East Wilson Street Historic District is listed on the National Register of Historic Places. It is composed of the 400- and 500-blocks of East Wilson Street and the block on which the old Chicago and North Western passenger and freight depots are located (now MG & E). The small commercial area includes four buildings that were once railroad hotels and commercial buildings that served Madison's German community. Although Germans settled all over the city, the heart of their first neighborhood was the Wilson Street commercial area.

One building in the East Wilson Street historic district is already listed as a Madison Landmark:

**424 E. Wilson St.** Cardinal Hotel.

The following sites have the potential to be listed as Madison Landmarks:

**402 E. Wilson St.**



Built in 1923, the Craftsman style Isberner Building housed a men's clothing store for sixty years. Its original design is intact on both the exterior and interior.

**408 E. Wilson St.**



The Conradi Drug Store was built in 1889. A drug store remained in this Italianate building for nearly 100 years.

**502 E. Wilson St.**



Schlotthauer's Lake City House Hotel is an Italianate building erected in 1875. It was one of several small hotels serving the neighboring Chicago and Northwestern Rail Way depot and later the east depot of the Milwaukee Road.

**508 E. Wilson St.**



The Klueter Grocery and Feed Store, built in 1872 in the Italianate style, was an important local grocery serving the surrounding primarily German neighborhood.

**520 - 524 E. Wilson St.**



Ramthun's East Madison House was originally built in the Italianate style in 1873. The building was expanded in the Queen Anne style in 1891 and again in 1897. It is now known as the Wilson Hotel. It is also in the locally-designated Third Lake Ridge historic district.

**133 S. Blair St.**



The Chicago and North Western Passenger Depot was built in 1910-1911, and designed by Frost and Granger, an Illinois-based architectural firm employed by the railroad. It is a Neoclassical Revival building. Just to the north of the passenger depot is the Chicago and North Western Freight Depot, which was also designed in the Neoclassical Revival style by Frost and Granger. It was built in 1906.



# Machinery Row/Williamson Street

The Downtown Historic Preservation plan study area includes the westernmost portions of the Third Lake Ridge historic district, a local district designated by the Common Council in 1979. The Third Lake Ridge district includes buildings where working class and middle class Madisonians lived, worked, shopped and worshiped. On its western end it includes the manufacturing area around MG&E, commercial buildings along Williamson Street, and the oldest part of the residential neighborhood along Jenifer Street.

Two buildings in this part of the Third Lake Ridge historic district are already listed in the National Register of Historic Places and are designated Madison Landmarks:

- 754 Jenifer St.** The Ott house.
- 601-627 Williamson St.** Machinery Row.

There are several buildings in this area that may be individually eligible for the National Register:

### 602 Railroad St.



The Wisconsin Wagon Company, built in 1903, with a rear addition 1911, is one of three non-residential structures left in Madison associated with the transition between the horse-and-buggy and the automobile. The wagon company started in 1883 as an offshoot of the Fuller and Johnson Plow Works. The company made carriages, ice wagons, drays, delivery wagons and six- and nine-passenger pleasurettes. After the dawn of the automobile, the company became the only long-term manufacturer of auto bodies and auto tops in the city.

### 624 E. Main St.



The State Heating and Power Plant was constructed of high quality materials and beautifully designed considering its industrial usage. The terra cotta around the front door on Main Street is particularly notable. When it was built, the State Journal called the design “magnificent,” high praise indeed for a building intended only to provide power and steam heat to the capitol building.

### **100 S. Blount St.**



The Madison Gas and Electric Company Powerhouse was designed by local architects Claude and Starck, and built in 1902. Major additions were constructed in 1915, 1922-23 and 1937-38. The Powerhouse is significant for its connection with Madison's most important private utility and one of the city's major employers. It is Neoclassical Revival in style. The powerhouse has been added onto many times and only the original sections should be considered for landmark status.

### **301 S. Blount St.**



The McCormick Harvesting Machine Company Warehouse was built in 1898, with additions and alterations made in 1909 and again in 1926. This is a commercial vernacular building. The McCormick Harvesting Machine Company was later known as International Harvester Company. It is one of only a few buildings remaining connected with Madison's major industry at the turn-of-the-century – agricultural implement manufacture and sales. This part of Madison was called "Implement row" because of the high density of agricultural machinery wholesalers located here near the east side depots.

### **714 - 722 Williamson St.**



The Craftsman style T. S. Morris and Company/L. L. Olds Seed Company building was erected in two sections, both designed by Madison architect Alvan Small. The section at 714-718 was built 1913; 720-724 was constructed in 1914. Morris and Company was a wholesale dealer in paper and roofing. The Olds Company, seed manufacturers, were located in the building for several decades.

### **740 - 744 Williamson St.**



The Starck Building at 740 Williamson Street is a commercial vernacular building erected in 1925. It is attached to the Madison Candy Company, a Neoclassical Revival/Craftsman style building designed by local architect John Nader and built in 1903-1904. The Madison Candy Company was established in 1899, and remained in this building for 24 years. Their specialty was chocolate creams.

### **751 - 753 Williamson St.**



The Taylor Super Service Station was built in 1937. This Art Moderne gas station was one of four or five built for Taylor around Madison. His were the only two-story gas stations in the city. This one is the most intact of the group and one of the few pre-World War II gas stations of any type remaining intact in Madison.

### **731 Jenifer St.**



The John Kircher house has beautiful Victorian Italianate details, such as carved sandstone hood moldings over the doors and windows and doubled wooden brackets at the eaves. Part of this cream brick house could date to the 1850s. It is a designated Madison Landmark.

### **739 Jenifer St.**



Built in 1857-1858 the Sauthoff house is one of Madison's older houses. This solid rose brick Italianate style house was built for Friedrich and Johanna Sauthoff, who emigrated for Germany about a year before this house was built. Mr. Sauthoff was a tailor and his family was one of several German families living on this block in the 19th century. The Sauthoff house is a designated Madison Landmark.

### **745 Jenifer St.**



This beautiful Tudor Revival style house was built in 1909 to the designs of important local architects Claude and Starck. The leaded and stained glass and Tudor decoration are especially noteworthy. The house was built for Ralph and Mae Richardson. Mr. Richardson owned several lunch wagons around downtown Madison, which, judging from Richardson's house, must have been as profitable then as the modern purveyors of fast-food are today.

### **748 Jenifer St.**



The two-story frame Adolph and Mary Klose house is a good example of the simple houses built by German artisans in this neighborhood between about 1855 and 1880. Adolph Klose was a tailor and president of the Journeyman Tailor's Union. Built ca. 1870, this building is a designated Madison Landmark.

## First Settlement Neighborhood

The First Settlement neighborhood is an area with nineteenth and early twentieth century homes, mixed with small-scale commercial uses. The core area is roughly bounded by Hancock and Butler Streets, East Main and East Washington Avenue. There is a nucleus of owner-occupied housing and an active neighborhood association. Residents of this neighborhood have a twenty-plus-year history of reinvesting in the historic homes in the area.

The following site in the First Settlement area is already listed on the National Register of Historic Places (NRHP) and is a designated Madison Landmark (ML):

### **404 E. Main St. St. Patrick's Church.**

The following sites are not designated as historic but have the potential to be listed on the National Register and/or as Madison Landmarks. The owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking those buildings listed below that are not already so designated:

### **119 S. Butler St.**



This cream brick Queen Anne style house was erected in 1895 for John and Helen Simon. The Simons were retired when this house was built, but for many years had operated the Simon House hotel (demolished) just to the north of this house.

### **407 E. Main St.**



The first part of this house was built in 1853 for Algernon and Sarah Wood. Wood was a stonemason and it is probable the original section of the house is the stone section. From 1874 to 1900, Dexter and Hannah Curtis lived here. Mr. Curtis owned a factory that made horse collar pads, which became one of Madison's major industries. The Curtises renovated the house extensively in 1874, using the services of noted local architect, D. R. Jones, who chose the Italianate style for his design. The house was recently renovated in a design sensitive to the original fabric.

### **17 S. Hancock St.**



The Sumner Apartments was constructed as a six-unit apartment building in 1910. It is a Queen Anne style building with interesting, fine quality details.

### **111 S. Hancock St.**



This small cottage was built for the Curtis family in 1888-1889. Its first occupant was Frank Curtis, foreman of the Dexter Curtis horse collar pad factory which was located on the same block. The cottage is noted for its mansard-roofed tower and Queen Anne style porch.

### **126 S. Hancock St.**



A two-story brick house, this 1862 structure was built for Frederick and Sophia Festner. Festner served as alderman for his ward and also was elected city treasurer. The simple Italianate house features a decorative cornice of doubled brackets and dentils.

### **144-146 S. Hancock St.**



The Herman Kleuter Apartment Building was one of the first multi-family residences in Madison. Erected in 1896 in the Queen Anne style, this cream brick building housed mostly working class families in its early years. Kleuter owned a grocery store nearby on Wilson Street.

### **101 S. Franklin St.**



This pleasant cream brick Italianate house was built in 1872 for Emily Thompson, a widow. The Thompsons lived here for many decades. This was one of the first houses renovated as part of the revival of the First Settlement neighborhood.

### **132 S. Franklin St.**



The Gotterdam house was erected as an investment property around the year 1866. The Gotterdams lived in a house behind this one on Hancock Street. This house is an interesting, relatively intact example of the vernacular Italianate style house once more prevalent in downtown Madison.

**504 E. Main St.**



The Louis and Kate Nelson house was erected in 1882. Louis Nelson owned one of the larger grocery stores a few blocks west of this house at 119 East Main Street. This simple Italianate house, decorated with segmentally arched window hoods, has recently been restored.

**511 E. Main St.**



This large, Italianate cream brick house was erected in 1884 for Joel and Mary Boley. Mr. Boley owned a dry goods and sewing machine business. In 1902 he was included in a list of “notable Madison Norwegians.”

**512 E. Main St.**



This vernacular frame cottage is representative of the workers’ housing that once was more prevalent in this neighborhood. It has been sensitively renovated by the current owner.

## Old Market Neighborhood

The Old Market neighborhood is an area of nineteenth and twentieth century houses, mixed with small-scale commercial uses. It is roughly bounded by Butler and Blair Streets, East Washington Avenue and Lake Mendota. The concentration of housing stock is larger in this neighborhood than in First Settlement. The Old Market neighborhood is promoting increasing owner occupation, and housing rehabilitation that is compatible with the historic character of the area.

The northern part of the Old Market Neighborhood is currently being nominated to the National Register of Historic Places. The Gorham Street corridor from James Madison Park east to Brearly Street and all the northern street ends north of Gorham Street are being nominated by the City as the Fourth Lake Ridge Historic District. Residents and property owners will then be eligible to take advantage of the tax credits for historic rehabilitations.

The following sites in the Old Market area are already listed on the National Register of Historic Places (NRHP) and/or are designated Madison Landmarks (ML):

**22 N. Butler St.** Lamp house (NRHP, ML).

**427 E. Gorham St.** Nichols Station (NRHP, ML).

The following sites are not designated as historic but have the potential to be listed on the National Register and/or as Madison Landmarks. The owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking these buildings:

### **213 N. Hamilton St.**



In the early twentieth century, Madison experienced a population boom, due to major expansions of the university, government and industry. One way to meet the demand for high quality housing was the construction of apartment houses. The Wayne Apartments was built in 1909 in the Craftsman style. First occupants included a range of people, from students to theater operators to physicians.

### **222 N. Hamilton St.**



One of the architectural firms in Madison who received several commissions for apartments buildings was Gordon and Son. The firm designed this stately Georgian Revival style building in 1906 as the Hamilton Apartments.

### **301 N. Hamilton St.**



Before the advent of chain grocery stores in the 1920s, small neighborhood grocery stores dotted the isthmus. The Christian Rinder Grocery Store was built in 1893. This building has served as a grocery store for most of its life. In the 1920s it was a “Universal” store and in the 1930s a “Kroger” store. After a period of being used for other purposes, the building is once more a grocery. The Queen Anne style building is one of the more imposing architectural examples of the small corner grocery remaining in the city.

### **152 E. Johnson St.**



This early Italianate sandstone house was built in 1855 for Benjamin Perry. It is similar in style to the several beautiful sandstone houses in Mansion Hill. Perry owned the Madison House hotel on the square and was also a merchant, dealing at first in stoves and tinware (necessary items on the frontier), and later in dry goods.

### **18 - 20 N. Butler St.**



This brick Italianate house features the doubled cornice brackets so typical of the style. It was built originally for Samuel H. Carman, a physician. Later it was the home of S. L. Sheldon, who owned the largest early agricultural implement dealership in Madison. The house was moved by Robert Lamp in 1903-1904 to make way for his Frank Lloyd Wright designed house at 22 North Butler Street.

### **103 N. Butler St.**



Another pioneer era house remaining in the Old Market neighborhood is the Annette and Hiram Dodge house, built in 1854. It is in the Italianate style and retains its doubled eave brackets. As early as 1893 this house was described as “one of the old landmarks of North Butler Street.” Hiram Dodge started in Madison as a general merchandise dealer, but in later years expanded his business to include the sale of grain, coal, wood, salt, lime, sewer pipe, farm machinery, building materials, fire brick and clay, with warehouses and a grain elevator at the west side depot.

### **402 E. Mifflin St.**



The current home of the St. Paul’s A.M.E. Church began life in 1922 as the Swedish Lutheran Gloria Dei Church. It is a Gothic Revival style brick church that has been little altered since construction. The number of Swedish people immigrating to Madison grew after the turn-of-the-century when the expansion of our local industries created new job opportunities.



## East Washington Avenue

Mayor Soglin's charge to the Downtown Historic Preservation Task Force was to study the entire downtown, including the residential areas, but to place special emphasis on the commercial sector. At one of its first meetings, the Task Force decided to include the buildings on East Washington Avenue between the Capitol Square and the Yahara River. The Task Force concluded that East Washington Avenue was important to study because it is one of the major approaches to the Capitol Square and contains many commercial enterprises that contribute to the vitality of the downtown, along with several historically significant buildings.

East Washington Avenue was laid out by James Duane Doty, Madison's founder, as a major approach to the square. His idea, however, took decades to realize because Doty did not pay much attention to the topographical realities of his paper city. For the entire 19th century, East Washington Avenue was often inundated with water from the marsh that extended between the two ridges along Lakes Monona and Mendota. It was not until the turn of the century that extensive fill operations made most of East Washington Avenue a viable place for development. Because of the proximity to the rail lines, major industries began to spring up at the Yahara River end of the avenue, including Fuller and Johnson Plow Works, the Warner Bicycle factory (later Trachte Co.), and Gisholt. Closer to the Square warehouses were built for agricultural implement companies, bakeries, grocery warehouses and others. As soon as the automobile became popular, East Washington Avenue became a major site for car dealerships (a business still thriving on East Washington today). Several quite fine examples of architecture excellence and buildings from some of the largest industrial enterprises still remain along the avenue.

### 701 E. Washington Ave.



The building now used as the "Buy and Sell Shop" was originally built in 1915 as the home of the J. I. Case Thresher Machine Co., a display room for the sale of agricultural implements. This building was part of the "implement row" area near the east side depots, which included the well-known landmark "Machinery Row" on Williamson Street. This building is probably the most intact of its type on East Washington Avenue. It was later used for several decades as the automobile showroom for Kayser Motors (Ford, Lincoln and Mercury). Starting in the 1920s East Washington Avenue was the heart of the auto sales industry in Madison. Some large auto dealerships continue to call East Washington Avenue their home.

### 841 - 849 E. Washington Ave.



Built in 1917 with a Paterson Street addition in 1927 and a 1929 addition by Philip Homer, the McGlashan Wholesale Bakery building was the site, until 1952 of the Gardner Baking Co, founded by Louis Gardner, Sr. in 1926.

### **905 E. Washington Ave.**



This multi-storied warehouse stands above the rest of the one and two-story buildings along East Washington Avenue. Built for the Kleuter Co. as a fireproof warehouse for wholesale groceries, the imposing structure was designed by noted Prairie School architect, Alvan Small. A close look at the dark red brick building reveals a very pleasantly proportioned prairie style building of fine materials.

### **917 E. Mifflin St.**



Madison's Municipal Stadium was designed by Claude and Starck and built in 1925 in the Mediterranean style. From that year until the 1960s the stadium was the city's premier athletic facility. As the only athletic field with lighting, it hosted not only the semi-pro "Madison Blues" baseball team, but also all five high school football teams, car racing, circuses, and wrestling, among other events. The 1934 sandstone wall was a CWA improvement. Breese Stevens Field is a designated Madison Landmark.

### **1251 E. Washington Ave.**



The main building at this address is the original offices of the Gisholt Machine Co. This structure was built in 1911. The Gisholt Machine Co. was founded in 1889 to manufacture a heavy duty turret lathe that had been developed as part of the manufacturing process at the Fuller and Johnson Plow Works across the street. The firm quickly expanded to produce hand screw machines, vertical boring mills, semiautomatic machines used for producing automobile flywheels, ring gears, a precision balancing machine and grinding machinery. Before World War I the firm had grown to be the second highest payer of corporate income tax outside of Milwaukee and Madison's major employer. Founded by a Norwegian family, this company was extremely important as a place of employment for Norwegian-Americans. It is now the home of Marquip Inc., manufacturers of machinery for the paper box industry.

### **1301 E. Washington Ave.**



The earliest section of this industrial complex was built in 1899 as the new Gisholt Factory (see also previous entry). It is part of the historically important grouping of buildings associated with Madison's major industry in the first half of the twentieth century.

### 1356 E. Washington Ave.



This building is the last intact structure of the once large and sprawling Fuller and Johnson Manufacturing Co. The small, gable-roofed section on the corner was erected as the offices of the company in 1885. The rest of the building was added later, in 1899 and 1909. The rest of the complex across Dickinson Street has been altered so much as to be virtually unrecognizable as an early industrial building. Fuller and Johnson manufactured a plow called the “Bonanza Prairie Breaker.” As early as 1885 the firm had become the “largest and most conspicuous enterprise in Madison.” As the west was broken for farming, Fuller and Johnson’s business soared. The firm also manufactured cultivators, other plows, corn planters, harrows, hay rakes and tobacco transplanting machines. In 1900 the firm developed a gasoline engine to run agricultural implements. The engine soon became the major product of the firm, which sold its plow manufacturing business. The business was a leader in employee benefits. It was the only Madison business to provide inexpensive rental housing to its employees. In 1895 it introduced a profit-sharing plan for its supervisors, perhaps the third company in the country to do so. The business apparently fell victim to the Depression, although a small operation under that name continued from the 1930s through the 1950s.

# Downtown North

## Mansion Hill

Designated as a local historic district since 1976, Mansion Hill was Madison's first designated historic district. Mansion Hill is the residential neighborhood north of the Square (please see map). Its heart is the corner of Gilman and Pinckney Streets, where four Victorian mansions evoke an aura of yesteryear. In the 19th century, Mansion Hill was one of Madison's two most prestigious neighborhoods (the other – along East and West Wilson Street – has been mostly obliterated through time). Mansion Hill contains the greatest concentration of intact Victorian houses remaining in Madison, many of which were the homes of Madison's pioneer movers-and-shakers.

In the 1950s, '60s and '70s several of the finest old houses in Mansion Hill were demolished to make way for very large apartment buildings and two insurance companies. Fearful of further erosion of the residential character of this historic neighborhood, residents petitioned the City to designate Mansion Hill as an historic district. In 1980, the area was certified for the investment tax credits for rehabilitation. The City, with a grant from the State Historical Society of Wisconsin, is currently nominating the area to the National Register of Historic Places to enable single-family owners to use the tax credits, also.

## Langdon Street

The Langdon Street historic district is a rich tapestry of architecture and history (please see map for boundaries). Like its neighbor, Mansion Hill, Langdon Street began as a spacious residential neighborhood for some of Madison's most prominent nineteenth century families. In addition, many University of Wisconsin faculty members lived on the street. The growth of the university at the turn-of-the-century significantly changed the Langdon Street area. Between 1890 and 1900 faculty numbers tripled. The student population, which numbered only 539 in 1887, grew to over 3000 by 1900. Since the university provided only one residence hall at this time – Chadbourne Hall for women – students flocked to the Langdon Street area in search of living arrangements. The large houses along Langdon Street were ideal as student rooming houses and many were used by fraternities. Later sororities also moved in. A Greek building boom occurred in the 1910s and 1920s as sororities and fraternities erected purpose-built housing for their societies in the period revival styles popular at the time. In the 1950s and 1960s many of Langdon Street's most historic houses were demolished to make way for large apartment buildings and new Greek chapter houses. But, despite the modern encroachments, the area retains its gracious historic character.

In 1986, as part of a neighborhood planning effort, the City nominated the Langdon Street historic district to the National Register of Historic Places.