



## PLANNING DIVISION STAFF REPORT

---

PREPARED FOR THE PLAN COMMISSION

**Legistar File ID #**        [63346](#), Staff Report on Historic Value of 300 block of State Street

**Prepared By:**            Heather Bailey, Preservation Planner, Planning Division

**Date Prepared:**        February 19, 2021

---

### **Background**

The Landmarks Commission evaluated the historic value of the structures in the 300 block of State Street that are proposed for demolition as part of a redevelopment proposal. The commission asked the Preservation Planner to compile the information from the proposed National Register nomination that considered 315 W Gorham St, 317 W Gorham St, and 322 W Johnson St as contributing to that potential district, which the Keeper of the National Register determined to be officially eligible in 1997. The proposed historic district had a period of significance from 1855-1946. These buildings on Gorham and Johnson reflect the economic and building boom of Madison from 1910-1930, when the city went from being the 7<sup>th</sup> to the 3<sup>rd</sup> largest city in the state.

Additionally, the commission asked that the Plan Commission be supplied with the excerpts from the Underrepresented Communities Historic Resources Survey related to 341 State St.

# PROPERTY RECORD 341 STATE ST

## Architecture and History Inventory

---

 PRINT  EMAIL A FRIEND  FACEBOOK  TWITTER  MORE...

---



### NAMES

Historic Name: **Wisconsin Student Association Community Pharmacy**

Other Name: **Casa de Lara**

Contributing: **No**

Reference Number: **75764**

### PROPERTY LOCATION

Location (Address): **341 STATE ST**

County: **Dane**

City: **Madison**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

### PROPERTY FEATURES

Year Built: **1982**

Additions:

Survey Date: **19972019**

Historic Use: **restaurant**

Architectural Style: **Contemporary**

Structural System:

Wall Material:**Concrete**

Architect:

Other Buildings On Site:

Demolished?:**No**

Demolished Date:

## DESIGNATIONS

National/State Register Listing Name:**State Street Historic District**

National Register Multiple Property Name:

## NOTES

**Additional Information:**City of Madison, Wisconsin Underrepresented Communities Historic Resource Survey Report:

The Wisconsin Student Association (WSA) Community Pharmacy was established in 1972 "to provide students and members of the community with a low-cost alternative to existing pharmaceutical goods and services."

The pharmacy was a pioneer in sexual health information for the LGBTQ community and has employed many LGBTQ staff. WSA Community Pharmacy took clear political and sex-positive stances in their first year in business. In 1973, the pharmacy distributed a VD Handbook and a Birth Control Handbook and closed on inauguration day 1973 in protest of this country's Vietnam policy.

The pharmacy offered free medical information and was a popular source for condoms in the 1980s and 1990s. Pharmacists at Community Pharmacy publicly promoted condom use for the prevention of AIDS and other sexually transmitted diseases. During the AIDS crisis, staff would "try to make people feel comfortable" when shopping for condoms. The store helped people find the right condom by having a display box and by selling a variety pack. The pharmacy was among the first retail outlets to offer the new female condom in 1994.

Initially, it was located in a non-extant building 511 N. Lake Street and then at 666 State Street from 1977 until 1983. In 1983, the pharmacy moved to a newly constructed Post-Modern building at 341 State Street and has been located there to the present day.

The Wisconsin Student Association Community Pharmacy is locally significant to the

LGBTQ community in the area of Commerce, particularly Goods and Services, from 1972 to the present. During this period, there were several resources associated with it: 511 N. Lake Street (not extant) from 1972 to 1977, 666 State Street from 1977 to 1983, and 341 State Street from 1983 to the present. Community Pharmacy's location at 666 State Street was not included in the survey as the Community Pharmacy and its significance in the area of Commerce was more closely associated with other resources.

Permit for demolition to be filed 3/17/2021.

**Bibliographic References:**

**RECORD LOCATION**

**[Wisconsin Architecture and History Inventory](#), State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

City of Madison, Wisconsin  
Underrepresented Communities  
Historic Resource Survey Report

By

Jennifer L. Lehrke, AIA, NCARB,  
Rowan Davidson, Associate AIA and  
Robert Short, Associate AIA  
Legacy Architecture, Inc.  
605 Erie Avenue, Suite 101  
Sheboygan, Wisconsin 53081

and

Jason Tish  
Archetype Historic Property Consultants  
2714 Lafollette Avenue  
Madison, Wisconsin 53704

Project Sponsoring Agency  
City of Madison  
Department of Planning and Community and Economic Development  
215 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703

2017-2020

community and longevity of operation. This resource is potentially eligible for designation as a City of Madison Landmark.

*Wisconsin Student Association (WSA) Community Pharmacy*

The Wisconsin Student Association (WSA) Community Pharmacy was established in 1972 “to provide students and members of the community with a low-cost alternative to existing pharmaceutical goods and services.”<sup>551</sup>

The pharmacy was a pioneer in sexual health information for the LGBTQ community and has employed many LGBTQ staff.<sup>552</sup> WSA Community Pharmacy took clear political and sex-positive stances in their first year in business. In 1973, the pharmacy distributed a VD Handbook and a Birth Control Handbook and closed on inauguration day 1973 in protest of this country’s Vietnam policy.<sup>553</sup>

The pharmacy offered free medical information and was a popular source for condoms in the 1980s and 1990s. Pharmacists at Community Pharmacy publicly promoted condom use for the prevention of AIDS and other sexually transmitted diseases.<sup>554</sup> During the AIDS crisis, staff would “try to make people feel comfortable” when shopping for condoms.<sup>555</sup> The store helped people find the right condom by having a display box and by selling a variety pack.<sup>556</sup> The pharmacy was among the first retail outlets to offer the new female condom in 1994.<sup>557</sup>

Initially, it was located in a non-extant building 511 N. Lake Street and then at 666 State Street from 1977 until 1983.<sup>558</sup> In 1983, the pharmacy moved to a newly constructed Post-Modern building at 341 State Street and has been located there to the present day.

The Wisconsin Student Association Community Pharmacy is locally significant to the LGBTQ community in the area of Commerce, particularly Goods and Services, from 1972 to the present. During this period, there were several resources associated with it: 511 N. Lake Street (not extant) from 1972 to 1977, 666 State Street from 1977 to 1983, and 341 State Street from 1983 to the present. The primary resource associated with the Wisconsin Student Association Community Pharmacy and its significance in Commerce is 341 State Street for its longevity at the location. This resource is potentially eligible for designation as a City of Madison Landmark. This building is listed as a non-contributing resource in the State Street Historic District which was listed in the State Register of Historic Places in 1997 but was not listed in the National Register of Historic Places due to owner objection at the time. Information Services - Publishing



*WSA Community Pharmacy  
341 State Street*

## Historic Resources Associated with Commerce Included in the Survey

<i>Address</i>	<i>Historic Name</i>	<i>Date</i>	<i>Style</i>	<i>Eligibility</i>
118 S. Bedford Street	WORT-FM	1980	Astylistic Utilitarian	CoM Eligible Landmark
1616 Beld Street	Tuxedo Tavern	1964	20th Century Comm.	CoM Eligible Landmark
5701 Cedar Place	Carson and Beatrice Gulley House	1954	Ranch	CoM Eligible Landmark and SRHP/NRHP Eligible
912 Dane Street	La Comunidad News	c.1950	Minimal Traditional	CoM Eligible Landmark
649-653 E. Dayton Street	Douglass Beneficial Society Hall / John and Amanda Hill Grocery	1901, 1912	Front Gabled	CoM Landmark and SRHP/NRHP HD-C
1610 Gilson Street	Ben's Barber Shop	1962	Contemporary	CoM Eligible Landmark
836 E. Johnson Street	Women's Center	c.1960	20th Century Comm.	CoM Eligible Landmark
111 W. Main Street	Going My Way	1966	Contemporary	CoM Eligible Landmark and SRHP HD-C
117 W. Main Street	Shamrock Bar	1885	Italianate	CoM Eligible Landmark and SRHP HD-C
516 E. Mifflin Street	A.L. Weaver Grocery	1919	20th Century Comm.	CoM Eligible Landmark
1024 Regent Street	WYOU Studio	c.1960	20th Century Comm.	CoM Eligible Landmark
326 State Street	(Peter Hamacher Building) Wisconsin Weekly Blade	1907	Commercial Vernacular	CoM Eligible Landmark and SRHP HD-C
341 State Street	Wisconsin Student Association Community Pharmacy	1983	Post-Modern	CoM Eligible Landmark and SRHP HD-NC
602 University Avenue	602 Club	1907	Queen Anne	CoM Eligible Landmark
416 E. Wilson Street	Cardinal Hotel	1908	Georgian Revival	CoM Landmark and SRHP/NRHP HD-C
506-508 E. Wilson Street	Emily's / Cheri's Back East	1871	Italianate	CoM Eligible Landmark and SRHP/NRHP HD-C

## PROPERTY RECORD

# 315 W GORHAM ST

## Architecture and History Inventory

---

 PRINT  EMAIL A FRIEND  FACEBOOK  TWITTER  MORE...

---



### NAMES

Historic Name: **Jacobson Auto Co.**

Other Name: **Avol's Books and Bookworks Inc. (as of 2007)**

Contributing: **Yes**

Reference Number: **83310**

### PROPERTY LOCATION

Location (Address): **315 W GORHAM ST**

County: **Dane**

City: **Madison**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

### PROPERTY FEATURES

Year Built: **1923**

Additions:

Survey Date: **1992**

Historic Use: **automobile showroom**

Architectural Style: **Tudor Revival**

Structural System:

Wall Material:**Brick**

Architect:**Edward Tough**

Other Buildings On Site:

Demolished?:**No**

Demolished Date:

## DESIGNATIONS

National/State Register Listing Name:**State Street Historic District**

National Register Multiple Property Name:

## NOTES

**Additional Information:**Demolition permit to be filed 3/17/2021.

**Bibliographic References:**Wisconsin State Journal: November 7, 1924, p. 4.

## RECORD LOCATION

**Wisconsin Architecture and History Inventory, State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

## PROPERTY RECORD

# 317 W GORHAM ST

## Architecture and History Inventory

---

 PRINT  EMAIL A FRIEND  FACEBOOK  TWITTER  MORE...

---



### NAMES

Historic Name: **Madison Motor Car Co.**

Other Name:

Contributing: **Yes**

Reference Number: **88320**

### PROPERTY LOCATION

Location (Address): **317 W GORHAM ST**

County: **Dane**

City: **Madison**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

### PROPERTY FEATURES

Year Built: **1925**

Additions:

Survey Date: **1984**

Historic Use: **automobile showroom**

Architectural Style: **Tudor Revival**

Structural System:

Wall Material:**Brick**

Architect:**Edward Tough**

Other Buildings On Site:

Demolished?:**No**

Demolished Date:

## **DESIGNATIONS**

National/State Register Listing Name:**State Street Historic District**

National Register Multiple Property Name:

## **NOTES**

**Additional Information:**Permit for demolition to be filed 3/17/2021.

**Bibliographic References:**

## **RECORD LOCATION**

**Wisconsin Architecture and History Inventory, State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

## PROPERTY RECORD

# 322-332 W JOHNSON ST

## Architecture and History Inventory

---

 PRINT  EMAIL A FRIEND  FACEBOOK  TWITTER  MORE...

---



### NAMES

Historic Name: **Fox Motor Sales**

Other Name: **Charley's Cafe**

Contributing: **Yes**

Reference Number: **88336**

### PROPERTY LOCATION

Location (Address): **322-332 W JOHNSON ST**

County: **Dane**

City: **Madison**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

### PROPERTY FEATURES

Year Built: **1925**

Additions:

Survey Date: **1984**

Historic Use: **automobile showroom**

Architectural Style: **Mediterranean Revival**

Structural System:

Wall Material:**Brick**

Architect:**A.L. Seidenschwartz**

Other Buildings On Site:

Demolished?:**No**

Demolished Date:

## **DESIGNATIONS**

National/State Register Listing Name:**State Street Historic District**

National Register Multiple Property Name:

## **NOTES**

**Additional Information:**A demolition permit application was filed January 2021.

**Bibliographic References:**

## **RECORD LOCATION**

**Wisconsin Architecture and History Inventory, State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

**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 State Street Historic District  
other names/site number N/A

**2. Location**

street & number Multiple (see list attached) N/A not for publication  
city or town City of 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 x 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 x meets    does not meet the National Register criteria. I recommend that this property be considered significant    nationally    statewide x locally. (   See continuation for additional comments.)

\_\_\_\_\_  
Signature of certifying official/Title Date

\_\_\_\_\_  
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.)

State Historic Preservation Officer-WI  
\_\_\_\_\_  
Signature of certifying official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

State Street Historic District  
Name of Property

Dane County, Wisconsin  
County and State

**4. National Park Service Certification**

I hereby certify that the property is:      Signature of the Keeper      Date of Action

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:) \_\_\_\_\_  
\_\_\_\_\_

**5. Classification**

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include listed resources within the count)		
		Contributing	Noncontributing	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	94	28	buildings
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	0	1	sites
<input type="checkbox"/> public-state	<input type="checkbox"/> site	0	0	structures
<input type="checkbox"/> public-federal	<input type="checkbox"/> structure	0	0	objects
	<input type="checkbox"/> object	94	29	Total

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

N/A

Number of contributing resources previously listed in the National Register

1

**6. Function or Use**

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>COMMERCE: Specialty Store</u>	<u>COMMERCE: Specialty Store</u>
<u>COMMERCE: Financial</u>	<u>COMMERCE: Restaurant</u>
<u>COMMERCE: Restaurant</u>	_____
<u>COMMERCE: Department Store</u>	_____

**7. Description**

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>Queen Anne</u>	<u>foundation CONCRETE</u>
<u>Classical Revival</u>	<u>walls BRICK</u>
<u>Art Deco</u>	<u>STONE</u>
	<u>roof ASPHALT</u>
	<u>other TERRA COTTA</u>

**Narrative Description**

(Describe the historic and current condition of the property on continuation sheet(s).)

State Street Historic District  
Name of Property

Dane County, Wisconsin  
County and State

**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.)

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 achieved  
significance within the past 50 years.

**Narrative Statement of Significance**

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

**9. Major Bibliographic References**

(Cite the sources used in preparing this form on continuation sheet(s).)

Areas of Significance  
(Enter categories from  
instructions)

Architecture

Commerce

Period of Significance

1855-1946<sup>1</sup>

Significant Dates

N/A

Significant Person

(Complete if Criterion B is  
marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Multiple

State Street Historic District  
Name of Property

Dane County, Wisconsin  
County and State

Previous Documentation on File (NPS):  
 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:  
Madison Planning Department

**10. Geographical Data**

Acreage of Property 28 acres

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

1	<u>1/6</u>	<u>3/0/4/8/4/0</u>	<u>4/7/7/1/7/3/0</u>	3	<u>1/6</u>	<u>3/0/5/6/6/0</u>	<u>4/7/7/1/7/2/0</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>1/6</u>	<u>3/0/5/3/7/0</u>	<u>4/7/7/1/7/3/0</u>	4	<u>1/6</u>	<u>3/0/5/7/2/0</u>	<u>4/7/7/1/6/5/0</u>
	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 Elizabeth L. Miller, Planning Technician  
organization City of Madison date 6-06-1995  
street & number 215 Martin Luther King Bly telephone 608-266-6552  
city or town Madison state WI zip code 53703

**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)

State Street Historic District  
Name of Property

Dane County, Wisconsin  
County and State

**Property Owner**

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

name Multiple (see list attached)  
street & number \_\_\_\_\_ telephone \_\_\_\_\_  
city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

**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.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 1

State Street Historic District  
Madison, Dane County, Wisconsin

---

**DESCRIPTION: SUMMARY**

The State Street Historic District is located in Madison, Wisconsin. It encompasses portions of 15 blocks in Madison's principal downtown commercial district, and includes those properties facing State Street beginning at the west corner of the Capitol Square and running west to Lake Street. Several commercial buildings north and south of State Street have also been included. The State Street Historic District is an intact and visually distinct grouping of late nineteenth and early twentieth century commercial buildings united by physical development and immediately recognizable as part of a downtown. The contributing buildings were erected between 1855 and 1946. Of the 124 resources in the district, 95 are contributing and 29 are noncontributing. State Street's contiguous two- and three-story masonry commercial buildings give the street a human scale and continuity not seen elsewhere in Madison's downtown.

The district showcases a wide variety of architectural styles, and has a concentration of fine Queen Anne, Neo-Classical Revival and Art Deco commercial buildings. This concentration reflects the boom period between 1910 and 1930, when Madison grew from the seventh largest to the third largest city in the state. In contrast, many other Wisconsin communities boomed in the late nineteenth century, and so feature Italianate commercial buildings. Fourteen local architectural firms designed buildings on State Street, intensifying the eclectic appearance. Local architects also designed several particularly interesting buildings on the highly visible and irregularly-shaped corner lots, created by the way State Street was designed as one of a series of radiating streets overlaying a grid plan. Another facet of State Street's unique character rises from the fact that State Street physically joins the Capitol Square (east) with the University of Wisconsin (west). The Capitol and Bascom Hill, both of which are listed on the National Register of Historic Places (NRHP), provide strong focal points and dramatic axial views the full length of the street. This also gives State Street a clear beginning and end. The State Street Historic District does not decline in density into widely spaced one-story commercial buildings, as do many downtowns.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 2

State Street Historic District  
Madison, Dane County, Wisconsin

---

**SETTING**

The State Street Historic District encompasses the largest intact portion of Madison's downtown and retains very good integrity. North of the State Street district is the Langdon Street Historic District, which was listed on the NRHP in 1986. The Langdon Street district combines late nineteenth century mansions, most of them converted to rooming houses, with early twentieth century fraternity and sorority houses. South of State Street, there is a mix of commercial-apartment buildings and dormitories. Most of the residents in these areas are students at the University of Wisconsin. The University campus lies west of the State Street Historic District. State Street physically connects the University with the Capitol Square (east). Most of the buildings fronting on the Square are in commercial and/or office use, and many pre-date 1945. However, a great deal of demolition has taken place on the Square since 1945. Several large multi-story commercial buildings have been added to the Square in recent decades, eroding the character of this area as an historic commercial district.

**PRESENT APPEARANCE**

The State Street Historic District includes 95 contributing buildings, 28 noncontributing buildings, and one noncontributing site (Lucy Link Peace Park) on portions of 15 blocks. One property in the district, the Lamb Building (114 State Street, 1905) is individually listed on the NRHP.

The district is made up primarily of contiguous late nineteenth and early twentieth century two- and three-story masonry and masonry veneer buildings, facing State Street and forming a continuous commercial street scape. Fourteen of the 95 contributing buildings were built prior to 1890.<sup>1</sup> Twenty-five were built between 1890 and 1910. More than half (53) were built between 1910 and 1930. Three contributing buildings were erected after 1930.

---

<sup>1</sup>Sources for the dates of construction include maps, tax rolls, city directories and building permits. These are listed in the bibliography.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 3

State Street Historic District  
Madison, Dane County, Wisconsin

The Neo-Classical Revival and Italianate styles are the most numerous in the State Street Historic District. Of the 95 contributing buildings in the district, 23 show the influence of the Neo-Classical Revival style. Fourteen are Italianate or Italianate-influenced. There are also 11 examples of Queen Anne, four Romanesque Revival, one High Victorian Gothic, three Craftsman, two Prairie School style, three Tudor Revival, six Mediterranean Revival, ten Art Deco and one Art Moderne. The remaining 17 are vernacular buildings. Local architects are known to have designed or updated the storefronts or facades of at least 36 of the contributing buildings in the district. These architects included (Ferdinand) Kronenberg and (J. T. W.) Jennings; (Louis W.) Claude and (Edward F.) Starck; (James) Law, (Edward) Law and (Ellis) Potter; Robert L. Wright; Frank Riley; (Harold) Balch and (Grover) Lippert; (John J.) Flad and (Frank) Moulton; Edward Tough; Stephen V. Shipman; Philip Homer; Alvan Small; Lew Porter; Philip Dean; Oscar Allen and J. H. Kelly; and H. T. Dysland. In addition, the Chicago firm of (C. W.) Rapp and (George) Rapp designed the Capitol and Orpheum Theaters. The State Street Historic District retains a high degree of historic integrity in setting, materials, feeling, association and design, as evidenced by the fact that 77 percent of the buildings in the district are contributing.

The oldest buildings in the district are Italianate. There are 14 Italianate or Italianate-influenced buildings in the district. None of the Italianate commercial buildings on State Street retains its original storefront. The Main I Building at 105 State Street (photo 1) faces the Capitol Square and is one of the oldest buildings in the district. Designed by Stephen V. Shipman and built in 1855-56, it is a sandstone building with lintels on corbels, cornice window heads and a bracketed cornice. Another early Italianate example is the Brown Building at 414 State Street. Also built in 1855, it is a brick building with cornice window heads and a bracketed cornice. One of the later examples of commercial Italianate style in the district is the Schulkamp II Building at 346 State Street. Built in 1889-90, it is a brick building with segmental-arched brick window hoods and a bracketed cornice. There are also a few Italianate houses that have been converted to commercial use, several with storefront additions.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 4

State Street Historic District  
Madison, Dane County, Wisconsin

---

The Van Deusen House at 613 State Street (photo 2) is typical of these. Built in 1882-83, it remained in residential use until 1924. The second story of this brick-veneered house, with its bull's-eye window, is just visible above the one-story commercial vernacular storefront.

There is one building in the district that incorporates elements of the High Victorian Gothic style: the Conklin Block at 234 State Street (photo 3, 1895). It has pointed brick arches, as well as an arcaded corbelled cornice with pointed arches on the rounded west end of the building. In addition, the brickwork at the cornice forms many small crosses. The roof, with its exposed brackets, dates from 1927.<sup>2</sup>

Queen Anne is one of the predominant styles in the district, showing influence in 11 examples. The Gay Building at 302 State Street (photo 4, 1899) has a rounded corner turret with a conical roof and Louis Sullivan-inspired linear foliated ornament in pressed metal above the canted corner entrance. Overlooking State Street is a second-story polygonal bay, surmounted by Sullivanesque ornament executed in brick. The Lamb Building at 114 State Street (photo 5), built in 1905, is dominated by a wide, two-story polygonal bay framed with stone quoining. Designed by Claude and Starck, the Lamb Building was listed on the NRHP in 1984. The Schmitz Building at 419 State Street (1902) features two second-story polygonal bays, a frieze with Sullivanesque ornament surmounted by a classical cornice, and a paneled parapet. The Schumacher Building at 214 State Street (1907) has a wide, two-story polygonal bay above the storefront, framed with simple classical brick and stone pilasters and an entablature. There are also several Queen Anne residences, either located behind commercial buildings and still in residential use, or converted to commercial use. The King House at 660 State Street, built in 1892, is of red brick trimmed with rock-faced stone. It has been divided into several apartments. The King House has a square corner tower, shingled triangular and gabled dormers, and a two-story polygonal bay on the front facade.

---

<sup>2</sup>Permit, on file, Madison Building Department.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 5

State Street Historic District  
Madison, Dane County, Wisconsin

---

There are four Romanesque Revival buildings in the district. Above the storefront, the Hamacher Saloon and Restaurant at 332-34 State Street (1889) has a band of windows with a continuous stone sill and running segmental-arched brick lintels, surmounted by brick corbeling and a paneled brick parapet. Rusticated stone pilasters frame the storefronts of the Main II Building at 109 State Street (photo 6, 1894). At the second story, a smooth stone belt course forms the sill for alternating single and paired windows. Each single window has a flat-arched lintel of rusticated stone voussoirs; each set of paired windows features a segmental brick arch with a stone keystone.

Twenty-three commercial buildings in the district show the influence of the Neo-Classical Revival style. The Wisconsin Building at 100 State Street was built in 1900. The storefront was remodeled by Robert L. Wright in 1908. The first floor is now veneered with stone, and enriched with fluted Doric pilasters supporting a simple entablature. Originally, the first floor was similar, but executed in cast iron. The first floor of the Bank of Wisconsin Branch Office at 502 State Street (photo 7, 1929-30) is also veneered with stone. Pilasters with richly-decorated capitals frame the display windows. The second story windows are set in a series of round-arched brick openings. Yost's Department Store at 201 State Street (photo 8, 1923) and the Hanks II Building at 128-30 State Street (1928-29), both designed by Frank Riley, show a French influence. Yost's features two-story rusticated pilasters, the main entrance recessed within a two-story round arch enriched with classical moldings, and a copper mansard roof with a false belvedere. The belvedere originally had a wrought-iron balustrade. The Hanks II Building has a series of multipaned second-story windows, each with a wrought-iron balustrade, giving the appearance of French doors; and a paneled parapet ornamented with swags. A plainer example of Neo-Classical Revival and one more typical of the district is the Parke Building at 520 State Street (1922). This building has a brick facade, a stone cornice with a simple classical profile above the storefront, a stone belt course between the second and third floors, stone lintels with pronounced keystone and crossettes, and a classical cornice.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 6

State Street Historic District  
Madison, Dane County, Wisconsin

---

There are three examples of Craftsman commercial design in the district. The Weber I Building at 218-20 State Street (photo 9, 1913) was designed by Ferdinand Kronenberg. This building features brick corner pilasters with geometric stone ornament creating column elaborations, ornamental brickwork between the second and third floors, and Craftsman sash windows. On the Rentschler Building at 226 State Street, which was also built in 1913, the columns are elaborated with large triglyphs and two different sizes of guttae.

There are two Prairie School style commercial buildings in the district. The Eddy Restaurant at 317 State Street (1914) was designed by Alvan Small. The storefront is finished with stucco and enriched with angular Wrightian column elaborations. Above the storefront, there is a pair of two-story columns with ornate elongated capitals. The other Prairie School style building in the district is the Herschleder Furs Store at 529 State Street (photo 10, 1928). Designed by Claude and Starck, Sullivanesque ornament in glazed terra cotta frames the storefront.

The Mediterranean Revival style is represented by six examples in the district. The Capitol Theater at 205 State Street (photo 11, 1927), by nationally-prominent theater designers C. W. Rapp and George Rapp, is a high-style example with both Spanish Baroque and Moorish references. The facade is dominated by a central tower with a twisted Corinthian column at each corner, and a curvilinear parapet. Each tower face features a monumental niche with a richly ornamented interior and surround. Above the entrance on the front facade, a series of round-arched windows framed with terra cotta arabesque is set beneath a quoined segmental-arched surround. The Kelly Building at 514 State Street (1927), designed by Philip Dean, is a more typical local example of commercial applications of the style. Mediterranean Revival details are confined to the roof line, and consist of twin parapets inset with barrel tile-clad pent roofs.

Three commercial buildings in the district show the influence of the Tudor Revival style. The Lewis Drugstore at 501 State Street (photo 12, 1902) has stucco and half-timbering, wall dormers with steeply-pitched gables, and a corner tower with a bell-shaped roof.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

State Street Historic District  
Madison, Dane County, Wisconsin

Section 7 Page 7

---

The Jacobson Auto Company at 315 West Gorham Street (photo 13, 1923) is a more formal brick example. It features Tudor-arched openings with stone quoins, tile and stone belt courses, and a parapet.

There are ten examples of Art Deco commercial design in the district. The Central Building Company Building at 548 State Street (photo 14) was built in 1910. In 1931, Law, Law and Potter redesigned the front facade. Polished green marble frames the storefront and the second story windows. Above the storefront, the wall is finished with smooth-faced gray limestone and the parapet is enriched with a chevron and lozenge molding. The Orpheum Theater at 216 State Street (photo 15, 1925-27) was designed by Rapp and Rapp. At the second story, the smooth-faced stone finish is ornamented with abstract coats-of-arms, volutes and cartouches. A late example is the Busch Building at 638 State Street (1946). The storefront has a polished marbled stone kick plate. Above the storefront, the facade is articulated with a series of pilasters with stepped caps and a chevron and lozenge molding. Two interesting examples, both designed by Balch and Lippert and built in 1930, are the Osborn Building at 310 State Street (photo 16), and the Bertrand Building at 320 State Street. Both display a flat abstracted facade with applied sculptural elements. The Osborn Building features stylized Mediterranean ornament while the Bertrand Building has abstract classical references.

There is one modest example of the Art Moderne style in the State Street Historic District. The Eberhardt Building at 627 State Street (photo 17, 1939) was designed by H. T. Dysland. The storefront is finished with black vitrolite. At the second and third floors, ornamental brickwork forms a series of reeded pilasters.

There are 17 vernacular buildings in the State Street Historic District. Eight are Modern Broadfront buildings. The McCoy Building at 507 State Street (photo 18, 1921-22) is a good example of this type. Concrete or stone banding forms a rectangular panel at the cornice. The panel is filled with brick, except that there is a block at either end with a raised, geometric design. Above,

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

State Street Historic District  
Madison, Dane County, Wisconsin

Section 7 Page 8

the parapet features a semi-circular pediment with a concrete coping.

**ALTERATIONS**

Many of the contributing buildings in the State Street Historic District have "modernized" storefronts, post-dating World War II. In some cases, elements of the original storefront remain, but have been infilled with wood or masonry to reduce window and door openings. In other cases, nothing of the original storefront remains. There are also examples where alterations have been limited to replacement windows and doors. These alterations are typical of downtown commercial districts and do not compromise the integrity of the State Street Historic District.

**NONCONTRIBUTING RESOURCES**

There are 29 noncontributing resources in the State Street Historic District. Fifteen of these are buildings built after 1950. For the most part, these buildings are interspersed throughout the district, minimizing their impact. Another noncontributing element is Lucy Link Peace Park, created in 1978. There are also 13 older buildings that have become noncontributing. For each of these, the front facade (if not more) has been altered and the buildings can no longer be identified visually as older buildings. The Madison Oriental Rug building at 319 State Street (photo 19) is representative of the noncontributing elements in the district. The 29 noncontributing resources in the State Street Historic District do not detract from the sense of time and place conveyed overall by the 95 contributing buildings.

**CONTRIBUTING RESOURCES**

<u>Address</u>	<u>Site name</u>	<u>Date built</u>
<u>North Fairchild Street</u> 110	Madison Bowling & Billiard Hall	1923/27
<u>West Gorham Street</u> 315	Jacobson Auto Co.	1923

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

State Street Historic District  
Madison, Dane County, Wisconsin

Section 7 Page 9

---

317	Madison Motor Car Co.	1925
328	Grimm Book Bindery	1913
<u>Hawthorne Court</u>		
440	Florence Nelson Apartments	1909
<u>North Henry Street</u>		
202-22	Ritter Auto Co.	1916
309	Nicholas Enders House (store addition)	1885 1926
315	Plaza Bowling & Barbershop	1927
<u>West Gilman Street</u>		
422	C. A. Haugner Building	1928
430	Haugner Tire Shop	1927
<u>West Johnson Street</u>		
133	Anna Weber II Building	1928
137	Charles Speth Building	1906
317	Madison Packing Co.	1913
322-32	Fox Motor Sales	1925
354	Fire Station No. 2	1920
<u>North Lake Street</u>		
509	Margaret Mahoney Building	1912/40/85
<u>West Mifflin Street</u>		
117-125	Mifflin Arcade	1922
120	Andrew Schubert Building/ Silver Dollar Saloon and Restaurant	1908
122	Fairchild Building Corporation Bldg	1925
210	Madison Gas & Electric Co.	1923/28
<u>State Street</u>		
100	Wisconsin Building	1900/08
105	W. S. Main I Building	1855-56
109	W. S. Main II Building	1894
114	F. J. Lamb Building	1905
115	Fred Huels Building	1881/88
118	Mautz Brothers Block	1897

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 10

State Street Historic District  
Madison, Dane County, Wisconsin

---

121	C. E. Buell Building	1912
125	Madison Fire Engine House No. 2/ Castle and Doyle Building	1856/1921-22
126	Carl Boelsing Building	1907
128-30	Stanley Hanks II Building	1928-29
129	Francis Vallender Building	1867
201	Yost's Department Store	1923
205	Capitol Theater	1927/78
208	Standard Building	1909
214	W. G. Schumacher Building	1907
215	Montgomery Ward Store	1941
216	New Orpheum Theater	1925-27
218-20	Anna Weber I Building	1913/23
226	Fred Rentschler Building	1913
228	Rentschler Florists Building	1925-26
231	Republic Building Co. Building	1927
234	Conklin Block	1895
251	Mautz Building	1912
301	Henry Wenzler Building	1891-92
302	Matthew Gay Building	1899
307	Joseph Hackel Building (storefront addition)	1875 1904
310	Belle Osborn Building	1930
311	Stanley Hanks I Building	1928
317	E. W. Eddy Restaurant	1914
320	Dr. J. H. Bertrand Building	1930
326	Peter Hamacher Building	1907
327	Doty Realty Co. Building	1927-28
332-34	Peter Hamacher Saloon & Restaurant	1889
346	Henry Schulkamp II Building	1889-90/96
402	George Scherer Meat Market	1866
403	Kirch Building	1906
404-10	M. B. French Building	c. 1866-67
409	Thomas P. Coyne Building	1887
411	Fred Klein Building	1919
414	N. A. Brown Store	1855
417	Hubert Schmitz Boarding House	1895
418	N. Borenstein Building	1927
419	Hubert Schmitz Building	1902
422	Michael Davy Block	1896

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 11

State Street Historic District  
Madison, Dane County, Wisconsin

---

425	Nicholas Weber Building	1909
428	Henry Pecher Building	1893
433	Henry Schulkamp III Building	1908
434	H. Halperin Building	1927
437	Henry Schulkamp I Building	1888-89
466	O'Connell Store	1888/1994
501	Henry Lewis Drugstore	1902
502	Bank of Wisconsin Branch Office	1929-30
506	Hess and Schmitz Building (storefront addition)	1890 1906
507	C. J. McCoy Building	1921-22/25
514	John Kelly Building	1927
519	State Street Bldg Co. Building	1913/19-20
520	S. L. Parke Building	1922
523	Schmitt and DeLonge Building	1912
528	Harry Wigonitz Building	1928
529	Fred Herschleder Furs Store	1928
544-1/2	T. B. Squires House	1903
548	Central Building Co. Building	1910/28/31
552	Chapman and Gay Building	1911
558	Joseph Pearson Jr. Building	1911
613	August Van Deusen House (store addition)	1882-83 1924
619	W. N. Connay Building	1923
627	Leonard Eberhardt Building	1939
638	Busch Building	1946
639	Mae Woldenberg Building	1923-24
648	State St Investment Assn Bldg	1913
652	Dr. J. H. Bertrand Store	1924
660	Prof. Charles & Elizabeth King Hs	1892
662	Mendota Building Co. Building	1914/83
670	L. D. Sumner Drugstore	1914
673	Cnare Apartments	1929

**NONCONTRIBUTING RESOURCES**

North Fairchild Street

114	Egan and Kelly Lunch	1925
116-20	Rentschler-Hanks Building	1924/25

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 12

State Street Historic District  
Madison, Dane County, Wisconsin

---

North Frances Street

441	Town Campus Motel	1957-59
502	The Towers	1964
505		1961

West Johnson Street

156		1919
307	L. A. A. W. Stables	1903

West Mifflin Street

118		1968
-----	--	------

State Street

113		1884/1915/66
119	Haswell Furniture Co. Store	1916/59/94
122	Y. W. C. A.	c. 1917/71
124		1936/75
202	First Federal Savings & Loan	1962
204		1929
222	Goodman Building	1979
227		1968
316		1991
319	Madison Oriental Rug	1924/36
341		1982
440		1962
452	Lucy Link Peace Park	1978
505		1968
515		1992
521	John Wallace House/ Purcell Building (storefront alt)	1868 1913-14
534		1984
540		1879
544	(house) (store addition)	1894 1922
601		1952-63
661		1955

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 1

State Street Historic District  
Madison, Dane County, Wisconsin

---

**STATEMENT OF SIGNIFICANCE: SUMMARY**

The State Street Historic District is locally significant under Criteria C and A. It is an intact and visually distinct grouping of late nineteenth and early twentieth century commercial buildings, united by physical development and immediately recognizable as part of a downtown. The State Street district has the largest concentration of architecturally significant historic commercial buildings of any commercial area in the city, and has a continuity and human scale not seen elsewhere in Madison's downtown. The State Street Historic District showcases a wide variety of architectural styles, with designs by a large number of local architects. The district is also significant for its concentration of fine and interesting Queen Anne, Neo-Classical Revival and Art Deco commercial buildings. Under Criterion A, the State Street Historic District is significant at the local level because its resources span the development of Madison's central business district from 1855 to 1946. Unlike other historic downtown commercial areas, State Street was at first predominantly residential. Commercial uses expanded west from the Capitol Square along State Street during the early twentieth century as Madison and the University of Wisconsin grew. The Capitol Square, which has always been predominantly commercial, has also evolved over time, but lost its historic integrity following World War II. The State Street Historic District, in contrast, retains good integrity: 77 percent of all the buildings are contributing.

**HISTORICAL CONTEXT**

The original plat for the Village of Madison was surveyed for James Duane Doty in 1836. Doty named the village in honor of the fourth President of the United States. Madison grew slowly during its first decade. It was incorporated as a village in 1846 with a population of 626. In 1848, Wisconsin became the 30th state and Madison the capital. The same year, the University of Wisconsin was founded. Tremendous growth followed, not only in government and at the University, but in the population in general. When Madison was chartered as a city in 1856, its population was 6,864. By that time, the city's character as a center for government and as a college town was well established. Growth stalled during the

NPS Form 10-900-a

(Rev. 8-86)

Wisconsin Word Processing Format

(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 2

State Street Historic District  
Madison, Dane County, Wisconsin

---

Civil War, but afterwards, many more settlers arrived. During the 1870s, excellent train service helped Madison to become a regional commercial center, while not diminishing the importance of government and the University. In the 1880s and 1890s, Madison added another dimension, becoming a manufacturing center as well. At first, agricultural implements and machine tools were produced, by companies such as Fuller and Johnson. In the early twentieth century, the French Battery Company (later known as Ray-o-Vac) and Oscar Mayer were established. The development of a vigorous manufacturing sector, and the quadrupling of the student body at the University of Wisconsin between 1900 and 1925, were major factors that spurred Madison's growth from the seventh largest city in the state in 1910, to the third largest by 1930.<sup>3</sup> Today, Madison remains a government and university town with thriving commercial and manufacturing enterprises. Detailed information on the history of Madison can be found in David V. Mollenhoff's Madison: A History of the Formative Years, and in the 1995 report, "Madison Intensive Survey," produced by the City's Department of Planning and Development.

**ARCHITECTURAL SIGNIFICANCE**

The State Street Historic District is architecturally significant as an intact grouping of late nineteenth and early twentieth century commercial buildings united by physical development. The size, configuration, and use these buildings create a cohesive and visually distinct area immediately recognizable as part of a downtown. The State Street Historic District has a continuity and human scale that is not found anywhere else in downtown Madison. The district also has an eclectic appearance, the result of the work of many different architects working in the early twentieth century, a time when many diverse architectural styles were popular. The State Street district is also significant for its

---

<sup>3</sup>David V. Mollenhoff, Madison: A History of the Formative Years, (Dubuque: Kendall/Hunt Publishing Co., 1982), excerpted from entire book; and Robert C. Nesbit, Wisconsin: A History, (Madison: University of Wisconsin Press, 1973), p.549.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 3

State Street Historic District  
Madison, Dane County, Wisconsin

---

concentration of fine Queen Anne, Neo-Classical Revival and Art Deco commercial buildings.

The earliest businesses in Madison sprang up along King Street in the late 1830s. The first of these was Peck's Tavern, located in a group of connected one-story log cabins. A few other log cabins were built, including one for the first store, owned by Simeon Mills. By December 1837, a steam-powered sawmill was in operation at the foot of Butler Street on Lake Mendota, and commercial buildings built over the next fifteen years were predominantly frame. These one- and two-story buildings included front-gabled and false-front vernacular buildings, as well as some in the Federal and Greek Revival styles.<sup>4</sup>

During the early 1850s, the first masonry commercial blocks were built in the downtown. Italianate in style, they ranged from two- to four-stories, and were concentrated first on King Street. They then spread south and east of King Street, around the Capitol Square (Square), and eventually, onto State Street. The City of Madison made masonry construction for buildings in the downtown mandatory by setting up a fire district in 1857. The limits of this district gradually expanded, following the expansion of the central business district. In the late nineteenth century, Queen Anne details were applied to new commercial blocks. After the turn-of-century, Neo-Classical Revival features and ornament became popular. Period Revival and Art Deco commercial buildings were built on State Street in the 1920s and 1930s.

Following World War II, many storefronts in downtown Madison were altered in an attempt to modernize them. This pattern continued during the 1950s and 1960s, at the same time that selective demolition of scattered older buildings was underway. Despite this, the State Street Historic District retains good integrity.

It should be noted that one other smaller portion of Madison's central business district has been listed on the National Register, and another has been determined eligible. The Simeon Mills

---

<sup>4</sup>Mollenhoff, pp. 30-31 and 58.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 4

State Street Historic District  
Madison, Dane County, Wisconsin

---

Historic District (NRHP 1987) encompasses one triangular city block with five buildings, and is bounded by King, Main and Webster Streets. It is composed primarily of contiguous Italianate brick and sandstone commercial blocks dating from c. 1847 to 1887. The East Mifflin Street Historic District, composed of part of that block of East Mifflin that faces the Square, was determined eligible for listing on the NRHP in 1987. The six buildings in this district were built between 1863 and 1917. The future of these six buildings is in doubt.

Fourteen local architectural firms designed buildings, or updated the facades of buildings, in the State Street Historic District. As a result, State Street has a very eclectic appearance, particularly when compared with downtowns in other Wisconsin communities. In many other Wisconsin cities, one or two local architects designed most of the buildings, with one or two large commissions (often theaters or hotels) going to out-of-town architectural firms. There are several highly visible and oddly-shaped corner sites as a result of the way State Street cuts diagonally across Madison's grid street plan. Local architects recognized this opportunity and designed several interesting landmark buildings, including the Main I Building at 105 State Street, Yost's at 201 State Street, and the Bank of Wisconsin Branch Office at 502 State Street.

Ferdinand Kronenberg appears to have designed the greatest number of buildings on State Street, including two with J. T. W. Jennings and five on his own. Jennings and Kronenberg designed the Neo-Classical Revival Speth Building at 137 West Johnson Street (1906); and the Queen Anne Boelsing Building at 126 State Street (1907). Kronenberg's other works in the district are the Queen Anne Schubert Building/Silver Dollar Saloon and Restaurant at 120 West Mifflin Street (1908); the Queen Anne Standard Building at 208 State Street (1909); the commercial vernacular Nicholas Weber Building at 425 State Street (1909); the Central Building Company Building at 548 State Street (1910, facade redesigned in the Art Deco style by Law, Law and Potter in 1931); and the Craftsman style Anna Weber I Building at 218-20 State Street (1913, storefront updated in 1923).

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 5

State Street Historic District  
Madison, Dane County, Wisconsin

---

Louis W. Claude and Edward F. Starck created four designs in the district: the Queen Anne Lamb Building at 114 State Street (1905, NRHP); the Queen Anne Kirch Building at 403 State Street (1906); a new Neo-Classical Revival facade for the Madison Fire Engine House Number 2/Castle and Doyle Building at 125 State Street (1921-22); and the Prairie School style Herschleder Furs Store at 529 State Street (1928).

James Law, Edward Law and Ellis Potter designed two buildings in the district, both in the Art Deco style: the Rentschler Florists Building at 228 State Street (1925-26); and the Republic Building Company Building at 231 State Street (1927). The firm also redesigned the facade of the Central Building Company Building at 548 State Street (1931).

Robert L. Wright redesigned the storefront of the Neo-Classical Revival Wisconsin Building at 100 State Street (1908). He also designed three vernacular buildings in the district: the State Street Investment Association Building at 648 State Street (1913); the Mendota Building Company Building at 662 State Street (1914); and the Sumner Drugstore at 670 State Street (1914).

Frank Riley designed three high-style Neo-Classical Revival buildings in the district: the Madison Gas and Electric Company at 210 West Mifflin Street (1923/28); Yost's Department Store at 201 State Street (1923); and the Hanks II Building at 128-30 State Street (1928-29). He also designed the Art Deco Hanks I Building at 311 State Street (1928).

Harold Balch and Grover Lippert designed the Neo-Classical Revival Dr. Bertrand Store at 652 State Street (1924); the Mediterranean Revival Halperin Building at 434 State Street (1927); the Art Deco Osborn Building at 310 State Street (1930); and the Art Deco Dr. Bertrand Building at 320 State Street (1930). Balch also designed the Art Deco Doty Realty Company Building at 327 State Street (1927-28).

John J. Flad and Frank Moulton designed the Neo-Classical Revival Anna Weber II Building at 133 West Johnson Street (1928). Edward Tough designed the eclectic Tudor Revival Madison Motor Car Company

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 6

State Street Historic District  
Madison, Dane County, Wisconsin

---

at 317 West Gorham Street (1925) and the Art Deco Busch Building at 638 State Street (1946). Stephen V. Shipman designed the Italianate Main I Building at 105 State Street (1855-56). Philip Homer designed the Neo-Classical Revival Fairchild Building Corporation Building at 122 West Mifflin Street (1925). Alvan Small designed the Prairie School style Eddy Restaurant at 317 State Street (1914). Lew Porter designed the vernacular west storefront of the Hess and Schmitz Building at 506 State Street (1906). Philip Dean designed the Mediterranean Revival Kelly Building at 514 State Street (1927). Oscar Allen and J. H. Kelly designed the vernacular Wigonitz Building at 528 State Street (1928). H. T. Dysland designed the Art Moderne Eberhardt Building at 627 State Street (1939).

One out-of-town firm, (Cornelius W.) Rapp and (George L.) Rapp, designed two high-style buildings in the district. Nationally-prominent theater designers, this Chicago firm designed the Mediterranean Revival Capitol (1927) and the Art Deco Orpheum Theaters (1926-27).

The State Street Historic District is also significant for its concentration of fine and interesting Queen Anne, Neo-Classical Revival and Art Deco commercial buildings.

Queen Anne was very popular for both commercial and residential designs all over the United States between 1880-1900. Queen Anne commercial buildings combine a variety of textures and materials in the exterior finish. They often present a complex facade with polygonal bays, a corner tower or turret with canted entrance, and a richly decorated pressed metal cornice.<sup>5</sup> There are several buildings in the State Street Historic District which incorporate all these elements. The Gay Building at 302 State Street (1899) has a rounded corner turret, Louis Sullivan-inspired linear foliated ornament in pressed metal, and a second-story polygonal bay. The Lamb Building at 114 State Street (NRHP), designed by Claude and Starck and built in 1905, features a two-story polygonal bay framed with stone quoining. The Schmitz Building at 419 State

---

<sup>5</sup>McAlester and McAlester, pp. 264-66 and 284-87.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 7

State Street Historic District  
Madison, Dane County, Wisconsin

---

Street (1902) has two second-story polygonal bays and a frieze with Sullivanesque ornament. The King House at 660 State Street, built in 1892, features a square corner tower, shingled triangular and gabled dormers, and a two-story polygonal bay.

Neo-Classical Revival was built in Wisconsin between 1895 and 1935. The earliest examples were loosely based on classical building traditions, inspired by the "White City" of the 1893 Chicago World Columbian Exposition. Following World War I, Neo-Classical Revival architecture was more accurately patterned after historical precedents. Neo-Classical Revival may include a raised basement, arched openings, classical ornament, a smooth stone finish and an attic story with a parapet.<sup>6</sup> There are 23 examples of this style in the district. The Wisconsin Building at 100 State Street (1900, storefront remodeled 1908) has a stone veneered storefront enriched with fluted Doric pilasters supporting a simple entablature. The first floor of the Bank of Wisconsin Branch Office at 502 State Street (1929-30) features pilasters with richly-decorated capitals framing the display windows. Yost's Department Store at 201 State Street (1923) and the Hanks II Building at 128-30 State Street (1928-29), both designed by Frank Riley, show a French influence. Yost's features two-story rusticated pilasters, the main entrance recessed within a two-story round arch enriched with classical moldings, and a copper mansard roof with a false belvedere. The Hanks II Building has a series of multipaned second-story windows, each with a wrought-iron balustrade, giving the appearance of French doors; and a paneled parapet ornamented with swags.

Art Deco is characterized by a flat, smooth-faced facade enriched with low-relief, stylized or geometric ornament, such as zigzags, chevrons and abstract floral motifs. Glass block, vitrolite, terra cotta and ornamental metal are typical accent materials. The style was built in Wisconsin between 1925 and 1945.<sup>7</sup> There are ten Art Deco buildings in the State Street Historic District. The front facade of the Central Building Company Building at 548 State

---

<sup>6</sup>Ibid., p. 320; and Wyatt, II:2-18.

<sup>7</sup>Wyatt, II:2-34.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 8

State Street Historic District  
Madison, Dane County, Wisconsin

---

Street, redesigned in 1931 by Law, Law and Potter, combines polished green marble with smooth-faced gray limestone. The parapet is enriched with a chevron and lozenge molding. The Orpheum Theater at 216 State Street (1925-27), designed by Rapp and Rapp, features abstract coats-of-arms, volutes and cartouches. The Busch Building at 638 State Street (1946) has a series of pilasters with stepped caps and a chevron and lozenge molding. Two interesting examples, both designed by Balch and Lippert and built in 1930, are the Osborn Building at 310 State Street, and the Bertrand Building at 320 State Street. Both display a flat abstracted facade with applied sculptural elements. The Osborn Building features stylized Mediterranean ornament while the Bertrand Building has abstract classical references.

In addition, there are fine examples of many other styles in the State Street Historic District. There are 14 Italianate or Italianate-influenced buildings in the district. The typical Italianate commercial building features upper story windows that may be segmentally- or round-arched, and that have cornice window heads or hood moldings. The parapet is often ornamented with brick corbeling and a bracketed wood or metal cornice. Italianate commercial buildings were primarily built in Wisconsin between about 1855 and 1890.<sup>8</sup> The Main I Building at 105 State Street, designed by Stephen V. Shipman and built in 1855-56, is a sandstone building with lintels on corbels, cornice window heads and a bracketed cornice. The Brown Building at 414 State Street, also built in 1855, has cornice window heads and a bracketed cornice. The Schulkamp II Building at 346 State Street, built in 1889-90, features segmental-arched brick window hoods and a bracketed cornice.

There is one building in the district that incorporates elements of the High Victorian Gothic style: the Conklin Block at 234 State

---

<sup>8</sup>Virginia McAlester and Lee McAlester, A Field Guide to American Houses, (New York: Alfred A. Knopf, 1985), pp. 210-14; and Barbara L. Wyatt, ed., Cultural Resource Management in Wisconsin, three volumes, (Madison: State Historical Society of Wisconsin, 1986), II:2-3.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 9

State Street Historic District  
Madison, Dane County, Wisconsin

---

Street (1895). The hallmark of High Victorian Gothic is the pointed arch. Primarily built during the 1870s, this style is most often seen in churches and residences.<sup>9</sup> The Conklin Block has pointed brick arches, as well as an arcaded corbeled cornice with pointed arches on the rounded west end of the building.

There are four Romanesque Revival buildings in the district. This style was contemporaneous with Queen Anne, but not as common. Characteristics of this style include a masonry exterior with heavy masonry details, often in a color contrasting with the wall, bands of windows, round-arched openings and brick corbeling.<sup>10</sup> The Hamacher Saloon and Restaurant at 332-34 State Street (1889) has a band of windows with a continuous stone sill and running segmental-arched brick lintels, surmounted by brick corbeling and a paneled brick parapet. Rusticated stone pilasters frame the storefronts of the Main II Building at 109 State Street (1894). At the second story, a smooth stone belt course forms the sill for alternating single and paired windows.

There are three examples of Craftsman commercial design in the district. The Craftsman style was an outgrowth of the English Arts and Crafts movement, which rejected the industrial age and machines in favor of hand-crafted building traditions using natural materials. In commercial buildings, geometric ornament in bold, rectilinear patterns is found both in Craftsman and the related Prairie styles. It is often used as "column elaboration," to suggest columns or capitals on a facade that does not really have them.<sup>11</sup> The Weber I Building at 218-20 State Street (1913) was designed by Ferdinand Kronenberg. The building features brick corner pilasters with stone column elaboration, ornamental brickwork in a geometric pattern between the second and third floors, and Craftsman sash windows. On the Rentschler Building at

---

<sup>9</sup>Wyatt, II:2-10.

<sup>10</sup>McAlester and McAlester, pp. 300-302.

<sup>11</sup>McAlester and McAlester, pp. 452-54.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 10

State Street Historic District  
Madison, Dane County, Wisconsin

---

226 State Street, which was also built in 1913, the columns are elaborated with large triglyphs and two different sizes of guttae.

There are two Prairie School style commercial buildings in the district. The Prairie style, primarily built between 1900 and 1920, was a part of the Craftsman movement, but also developed as a rejection of Neo-Classical design popularized by the Chicago World Columbian Exposition of 1893. Although mostly confined to residential architecture, Prairie School style details were occasionally applied to commercial buildings. These details could include belt courses and bands of windows to emphasize horizontal lines, and angular geometric ornament inspired by the work of internationally-prominent architect Frank Lloyd Wright.<sup>12</sup> The Eddy Restaurant at 317 State Street (1914) was designed by Alvan Small. The storefront is finished with stucco and enriched with angular Wrightian column elaborations. The Herschleder Furs Store at 529 State Street (1928), designed by Claude and Starck, features Sullivanesque ornament in glazed terra cotta.

The Mediterranean Revival style is represented by six examples in the district. The inspiration for this style was drawn from Spanish Colonial America, Spain, Italy, and North Africa. As a result, Mediterranean Revival is a very eclectic style. Characteristics common to the Mediterranean Revival style are a stucco exterior finish, round-arched window and door openings, parapets, tile-clad roofs and balconies. Some Mediterranean Revival buildings may be enriched with coats-of-arms, medallions, cornice window heads, decorated door surrounds, wrought iron balconies, towers and/or turrets.<sup>13</sup> Built between 1910 and 1940, Mediterranean Revival buildings in Madison are usually brick. The Capitol Theater at 205 State Street (1927), by nationally-prominent theater designers C. W. Rapp and George Rapp, is a high-style example with both Spanish Baroque and Moorish references. The facade is dominated by a central tower with twisted Corinthian columns and a curvilinear parapet. At the second story, there is

---

<sup>12</sup>Ibid., pp. 438-40.

<sup>13</sup>Ibid., pp. 409-10, and 418.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 11

State Street Historic District  
Madison, Dane County, Wisconsin

---

a large section of terra cotta arabesque. On the Kelly Building at 514 State Street (1927), designed by Philip Dean, the Mediterranean Revival details are confined to the roof line. These consist of the twin parapets inset with barrel tile-clad pent roofs.

Three commercial buildings in the district show the influence of the Tudor Revival style. As the name implies, this style was based on sixteenth century English designs. These buildings may have steeply-pitched roofs, Tudor-arched openings, stone or brick veneer and/or stucco with ornamental half-timbering. In Wisconsin, this style was built between 1900 and 1940.<sup>14</sup> The Lewis Drugstore at 501 State Street (1902) has stucco and half-timbering, wall dormers with steeply-pitched gables, and a corner tower with a bell-shaped roof. The Jacobson Auto Company at 315 West Gorham (1923) features Tudor-arched openings with stone quoins, tile and stone belt courses, and a parapet.

There is one modest example of the Art Moderne style in the State Street Historic District. In Wisconsin, Art Moderne was built between 1930 and 1950. Inspired by advances in technology and industrialization, Art Moderne has a horizontal, stream-lined appearance. This look is achieved through the use of smooth wall finishes, flat roofs, curving walls and horizontal bands of windows.<sup>15</sup> The Eberhardt Building at 627 State Street (1939) was designed by H. T. Dysland. The storefront is finished with black vitrolite. At the second and third floors, ornamental brickwork forms a series of reeded pilasters.

There are 17 vernacular buildings in the State Street Historic District. There are eight examples of Modern Broadfront buildings. This building type was primarily built between 1910 and 1940, and has a flat, two-dimensional main facade. The front is usually finished with brick or, less commonly, glazed terra cotta. The ornamentation is primarily limited to the cornice area, and often

---

<sup>14</sup>Ibid., pp. 354-58; and Wyatt, II:2-30.

<sup>15</sup>Ibid., II:2-35.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 12

State Street Historic District  
Madison, Dane County, Wisconsin

consists of a rectangular panel framing decorative brickwork in a herringbone, diamond or basket weave pattern. A stepped parapet with a stone or concrete coping is typical. Insets of tile, stone or concrete in simple shapes are also common.<sup>16</sup> The McCoy Building at 507 State Street (1921-22) has concrete or stone banding in a rectangular panel at the cornice. The panel is filled with brick. Above, the parapet features a semi-circular pediment with a concrete coping.

In conclusion, the State Street Historic District is locally significant under Criterion C as an intact and visually distinct grouping of late nineteenth and early twentieth century commercial buildings, united by physical development and immediately recognizable as part of a downtown. The State Street district has the largest concentration of architecturally significant historic commercial buildings of any commercial area in the city, and has a continuity and human scale not seen elsewhere in Madison's downtown. The State Street Historic District showcases a wide variety of architectural styles, with designs by a large number of local architects. The district is also significant for its concentration of fine and interesting Queen Anne, Neo-Classical Revival and Art Deco commercial buildings.

**HISTORICAL SIGNIFICANCE: COMMERCE**

The State Street Historic District is also locally significant under Criterion A, because its resources span the development of Madison's traditional commercial downtown from 1855 to 1946. Unlike other historic downtown commercial areas in Madison, State Street was at first predominantly residential. Commercial uses expanded west from the Capitol Square along State Street during the early twentieth century as Madison and the University of Wisconsin grew. The Capitol Square, which has always been predominantly commercial, has also evolved over time, but lost its historic

---

<sup>16</sup>Herbert Gottfried and Jan Jennings, American Vernacular Design: 1870-1940, (New York: Van Nostrand Reinhold Co., 1985), p. 249; and draft describing style as "Twentieth Century Commercial" available from the WSHPO.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 13

State Street Historic District  
Madison, Dane County, Wisconsin

---

integrity following World War II. The State Street Historic District, in contrast, retains good integrity: 77 percent of all the buildings are contributing.

The first business in Madison was Rosaline and Eben Peck's tavern. In December 1836, when the Pecks learned that Madison had been selected as the capital of the new territory of Wisconsin, they decided to come and open a tavern for the laborers who would soon arrive to build the Capitol. The Pecks bought two lots and had two log cabins built for them by a Frenchman living in the area. In April 1837, they moved in. Their first customers, fifteen men from Milwaukee blazing a trail for the workmen who would soon follow, arrived around May 1.<sup>17</sup> The cabins were located close to what is now the intersection of Butler and King Streets (demolished),<sup>18</sup> directly across the Square from State Street. State Street was also called King Street at that time.

The first store in Madison was also a log building, erected for Simeon Mills in 1837 at the corner of Webster and Main Streets. In it, Mills operated a combined general store, saloon and post office.<sup>19</sup> In November 1838, when the first legislative session was held in Madison, the settlement had some 30 simple frame and log buildings, most of them along King Street. Apart from Mills' store, there were three taverns with spartan sleeping accommodations, and two saloons, both of which permitted gambling.<sup>20</sup>

Madison retained a frontier appearance into the early 1850s. When the state was established in 1848, Madison was named the capital and the home of newly-created University of Wisconsin.<sup>21</sup> A boom

---

<sup>17</sup>Mollenhoff, p. 26.

<sup>18</sup>Ibid., p. 30.

<sup>19</sup>Ibid., p. 33.

<sup>20</sup>Ibid., pp. 33-34.

<sup>21</sup>Ibid., p. 45.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 14

State Street Historic District  
Madison, Dane County, Wisconsin

---

followed, in large part due to the efforts of one man: Leonard J. Farwell. Farwell heavily promoted Madison in the Eastern U. S. and in Europe, bringing hundreds of settlers to Madison. The population doubled between 1849 and 1851, and almost doubled again between 1851 and 1853.<sup>22</sup> Two- and three-story Italianate business blocks and hotels of local brick and sandstone began appearing among the settlement-era frame buildings in the early 1850s. They were concentrated on the opposite side of the Square from State Street, in the 100-block of King Street, on Main and Pinckney Streets fronting the Capitol Square, and in the 100-blocks of East Main Street and East Washington Avenue. A few were also built on Carroll and Mifflin Streets facing the Capitol Square, and in the 100- and 400-blocks of State Street.<sup>23</sup> The sandstone Italianate Main I Building at 101-05 State Street was built at this time (1856-57), as was Madison Fire Engine House No. 2/Castle and Doyle Building at 125 (1856, remodeled facade) and the brick Italianate Brown Store at 414 State Street (1855).

Madison businesses multiplied during this period. In 1856 alone, 25 new stores opened. Seven banks opened between 1852 and 1856.<sup>24</sup> The first railroad arrived in 1854, providing dependable and relatively affordable transportation for sending and receiving goods, thereby assuring Madison's commercial success. By the time the legislature granted Madison its City charter in 1856, Madison had attained an air of permanence and stability. The limits of the downtown at that time were in part reflected in the boundaries of the fire district created by the Madison Common Council in 1857. The fire district encompassed all those blocks (each in its entirety) facing the Capitol Square, including both sides of the 100-block of State Street. Within this district, the exterior and party walls of all buildings were to be made of brick, stone or other fire proof material, and no frame building in the district

---

<sup>22</sup>Ibid., p. 51.

<sup>23</sup>Ibid.

<sup>24</sup>Ibid., p. 52.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 15

State Street Historic District  
Madison, Dane County, Wisconsin

---

that might be damaged beyond 50 percent of its value or building could be rebuilt.<sup>25</sup>

Much of Madison's growth during the 1850s was based on inflated real estate values, due to speculation. The nation-wide depression of 1857 caused the bottom to fall out of the local real estate market. As a result, many banks and businesses in Madison closed and the population plummeted, dropping the city from the second largest in the state in 1855, to the fourth largest in 1865.<sup>26</sup> The city's commercial sector recovered somewhat during the Civil War, primarily by providing uniforms and provisions to the 85 percent of the state's soldiers that trained at Camp Randall.<sup>27</sup> The arrival of a second railroad (the Chicago & Northwestern) in 1864 also bolstered Madison's faltering economy by firmly establishing Madison as the commercial center of Dane County and the primary shipping point for the County's agricultural products.<sup>28</sup> During this period, the principal commercial district spread northeast and southeast from King Street, not quite reaching State Street, or even the State Street side of the Square. In 1866, the Common Council revised its fire limits ordinance to reflect this.<sup>29</sup> Even so, several surviving commercial buildings were erected during this period, including the Scherer Meat Market at 402 State Street (1866), the French Building at 404-10 State Street (c. 1866-67), and the Vallender Building at 129 State Street (1867).

Three new rail lines into Madison between 1869 and 1871 launched a mini-boom. One million dollars worth of new buildings were built

---

<sup>25</sup>Proceedings of the Madison Common Council, December 14, 1857.

<sup>26</sup>Mollenhoff, p. 82.

<sup>27</sup>Ibid., pp. 98 and 105.

<sup>28</sup>Ibid., pp. 103-04.

<sup>29</sup>Ordinance Number 285, June 8, 1866.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 16

State Street Historic District  
Madison, Dane County, Wisconsin

in the city.<sup>30</sup> During the 1870s and 1880s, Madison advanced from county commercial center to regional commercial center. Between 1880 and 1885, the number of businesses fronting the Square increased 40 percent, from 89 to 124. The number of businesses peaked at that level, although commercial buildings continued to be built on the Square.<sup>31</sup> The number of businesses on the Square may have declined after 1885 for several reasons. First, it is typical for many small businesses to fail, or be bought out by larger ones. Successful businesses did stay on the Square and expanded their facilities. Second, new or struggling small businesses may not have been able to compete with well-established, larger enterprises on the Square and so perhaps located in what were presumably less expensive quarters on State Street. Existing commercial buildings erected in the State Street district between 1870 and 1885 include the Hackel Building at 307 State Street (1875), and the Huels Building at 115 State Street (1881).

As the number of businesses on the Square decreased, the number on State Street increased. In 1885, there were 53 businesses on State Street. The 100- through 300-blocks had more commercial than residential buildings, but the commercial buildings were small frame ones, and were not contiguous. The 400-block was half frame commercial and half residential buildings, again spread out. There were three commercial buildings at the east end of the 500-block, and the rest of that block as well as the 600- through 800-blocks were completely residential. The businesses on State Street in 1885 represented 30 different services and uses including: six groceries, five saloons, four shoe stores, four tailors, three hotels, three cigar stores, two confectioners, two milliners, two blacksmiths, two wagon shops, a gunsmith, a laundry, a cooper, a broom factory, a restaurant and a drugstore.<sup>32</sup>

---

<sup>30</sup>Mollenhoff, pp. 119-21.

<sup>31</sup>Ibid., pp. 183 and 197.

<sup>32</sup>Sanborn Fire Insurance Map of Madison, Wisconsin, (Pelham, New York: Sanborn Publishing Co., 1885).

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 17

State Street Historic District  
Madison, Dane County, Wisconsin

Between 1885 and 1892, seven of the existing contributing buildings in the State Street district were built. However, the continuous commercial streetscape remained on the opposite side of the Square from State Street. Six masonry commercial buildings replaced earlier frame ones. These were the Coyne Building at 409 State Street (1887), the O'Connell Store at 466 State Street (1888), the Schulkamp I Building at 437 State Street (1888-89), the Hamacher Saloon and Restaurant at 332-34 State Street (1889), the Hess and Schmitz Building at 506 State Street (1890) and the Wenzler Building at 301 State Street (1891-92). Only the Schulkamp II Building at 346 State Street (1889-90) was erected on a vacant lot. The number of businesses on State Street increased 20 percent over the period. In 1892, there were 64 businesses on State Street representing 33 uses including: seven saloons, five barbers, four grocers, three tailors, three meat shops, two hotels, two furniture stores, two book stores, two restaurants, two shoe stores, a watchmaker, a wallpaper and paint store, a print shop and a plumber. At the same time, most of the 500-block, as well as the 600- through 800-blocks, were residential and included professors' homes, student boarding houses and fraternities.<sup>33</sup>

By 1898, masonry and masonry-veneer commercial buildings outnumbered frame commercial buildings on State Street, and the 400-block was predominantly commercial. The 500- through 800-blocks remained almost completely residential, with no commercial uses penetrating beyond the east corner of the 500-block. Existing commercial buildings erected between 1892 and 1898 include the Pecher Building at 428 State Street (1893), the Main II Building at 109 State Street (1894), the Conklin Block at 234 State Street (1895), the Davy Block at 422 State Street (1896), and the Mautz Brothers Block at 118 State Street (1897). In 1898, there were 79 businesses on State Street representing 43 different uses, including: nine saloons, five groceries, five barbers, five tailors, four bakeries, three bike shops, three clothing stores, three meat shops, three confectioners, a jeweler, an electrical supplies store, a gas fixtures store, a beer bottling plant, a

---

<sup>33</sup>Sanborn Fire Insurance Map of Madison, Wisconsin, (Pelham, New York: Sanborn Publishing Co., 1892).

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 18

State Street Historic District  
Madison, Dane County, Wisconsin

---

stationer, a "chinese" store (perhaps imports) and a cigar factory.<sup>34</sup>

The composition and location of Madison's downtown commercial area changed in the 1900-20 period. Between 1900 and 1920, nearly all grocery stores and bakeries moved out of the downtown to be closer to residential areas. Saloons disappeared as result of prohibition (1919). The downtown remained the principal commercial district, and the number of businesses on State Street increased. In 1901, a store was built on the last vacant lot on the Square.<sup>35</sup> In 1902, both sides of the 100-block of State Street were nearly continuous. Four of the existing commercial buildings in the district were erected between 1898 and 1902, including the Gay Building at 302 State Street (1899), the Wisconsin Building at 100 State Street (1900), the Schmitz Building at 419 State Street (1902) and the Lewis Drugstore at 501 State Street (1902). There were 96 businesses on State Street during that year, representing 42 different uses. Businesses included: ten saloons, seven tailors, six groceries, four confectioners, three bakeries, three shoe stores, three barbers, three meat shops, two bike shops, two photo and photo supply shops, two dime stores, and a creamery.<sup>36</sup> The 500-through 800-blocks continued residential, except for the construction of the State Historical Society of Wisconsin at 816 State Street in 1901. This marked the beginning of the expansion of the University campus onto State Street.

In 1908, there were 117 businesses on State Street. The 100-through 400-blocks were all continuous or nearly continuous commercial two- to four-story masonry and masonry veneer buildings. Between 1902 and 1908, eight commercial buildings were built in the district, including the Lamb Building at 114 State Street (1905),

---

<sup>34</sup>Sanborn Fire Insurance Map of Madison, Wisconsin, (Pelham, New York: Sanborn Publishing Co., 1898).

<sup>35</sup>Ibid., p. 281.

<sup>36</sup>Sanborn Fire Insurance Map of Madison, Wisconsin, (Pelham, New York: Sanborn Publishing Co., 1902).

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 19

State Street Historic District  
Madison, Dane County, Wisconsin

the Speth Building at 137 West Jonson Street (1906), the Kirch Building at 403 State Street (1906), the Boelsing Building at 126 State Street (1907), the Schumaker Building at 214 State Street (1907), the Hamacher Building at 326 State Street (1907), the Schubert Building/Silver Dollar Saloon and Restaurant at 120 West Mifflin Street (1908), and the Schulkamp III Building at 433 State Street (1908). Commercial buildings and uses still had not penetrated beyond the east corner of the 500-block,<sup>37</sup> but the University continued to move east along State Street with the construction of the University Club at 803 State Street in 1908.

In 1910, the transition to commercial began in the 500- and 600-blocks. By 1914, three houses had been demolished in the 500-block, and replaced by five business blocks with nine storefronts; while two houses had been converted to business use, one with the addition of a masonry storefront. The business blocks were the Central Building Company Building at 548 State Street (1910), the Chapman and Gay Building at 552 State Street (1911), the Pearson Building at 558 State Street (1911), the Schmitt and DeLonge Building at 523 State Street (1912), and the State Street Building Company Building at 519 State Street (1913). A storefront addition was erected on the Wallace House at 521 State Street. In the 600-block, four houses were demolished on the north side of the street and four business blocks built with 11 storefronts. These were the Mahoney Building at 676 State Street (1912), the State Street Investment Association Building at 509 North Lake Street (1913), the Mendota Building Company Building at 662 State Street (1914), and the Sumner Drugstore at 670 State Street (1914). The south side of the 600-block, as well as the 700-block remained residential, except for St. Paul's University Chapel at 719 State Street.<sup>38</sup>

---

<sup>37</sup>Sanborn Fire Insurance Map of Madison, Wisconsin, (Pelham, New York: Sanborn Publishing Co., 1908).

<sup>38</sup>Madison City Directory: 1916, (Madison: G. R. Angell and Co., 1916).

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 20

State Street Historic District  
Madison, Dane County, Wisconsin

The transition to commercial use in the 500- and 600-blocks accelerated during the late 1910s and early 1920s. By 1925, there were 30 businesses in the 500-block and 39 businesses in the 600-block.<sup>39</sup> State Street had become predominantly commercial from the 100- through the 600-blocks. Commercial uses began appearing in the 700-block during this period, including a restaurant at 716 (1925) and a barbershop at 720 State Street (1925). This was in competition with the University, which had taken over the 800-block with the conversion of a house at 831 State Street into the Administration Building (1911); and the house at 821 State Street into Alumni Headquarters (1914).

The number of businesses on State Street increased throughout the 1920s, peaking at about 196 in 1931.<sup>40</sup> The number fluctuated between about 180 and 190 during the 1930s and into the 1940s.<sup>41</sup> The number of new buildings erected on State Street peaked during this period as well. Between 1915 and 1930, 36 of the contributing buildings in the State Street Historic District were built, including the Klein Building at 411 State Street (1919); Yost's Department Store at 201 State Street (1923), the Bank of Wisconsin Branch Office at 502 State Street (1929) and the Bertrand Building at 320 State Street (1930). In the 700-block, two additional churches were built to serve University students in 1925: the Presbyterian House at 731 State Street and Calvary Lutheran Church at 713 State Street. By 1927, there were no buildings in residential use in the 700-block. Commercial uses that year included the clothing stores at 702-06 and 720 State, restaurants at 710 and 714

---

<sup>39</sup>Wright's Madison City Directory: 1925, (Milwaukee: Wright Directory Co., 1925).

<sup>40</sup>Wright's Madison City Directory: 1931, (Milwaukee: Wright Directory Co., 1931).

<sup>41</sup>Wright's Madison City Directory: 1937, (Milwaukee: Wright Directory Co., 1937); and Wright's Madison City Directory: 1943, (Milwaukee: Wright Directory Co., 1943).

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 21

State Street Historic District  
Madison, Dane County, Wisconsin

---

and a pharmacy at 708 State Street.<sup>42</sup> This marked the beginning of a stand-off between commercial and University-related uses in the 700-block, which would continue until campus building activity took off in the 1950s, beginning with the construction of the Memorial Library at 728 State Street in 1953.

In 1946, there were about 160 businesses on State Street, and nine houses in residential use.<sup>43</sup> After World War II, commerce maintained a brisk pace downtown into the 1960s, although new shopping centers built at the edge of the city, such as Hilldale, Eastgate and Westgate, began to draw business away from the downtown during the 1960s. The construction of regional shopping malls at the outskirts of Madison in the early 1970s accelerated this trend. The City of Madison tried to stem this trend by changing State Street into a pedestrian mall in 1978, with wide sidewalks, places to sit and street trees. In another effort to keep people coming downtown, carried out at the same time, the City acquired the Capitol Theater and rehabilitated it as a civic center. Perhaps as a result of these efforts, vacant storefronts have been confined almost entirely to the Square. State Street remains a vibrant shopping and entertainment district today, no doubt because of its proximity to the University of Wisconsin campus.

In conclusion, the State Street Historic District is locally significant under Criterion A because its resources span the development of Madison's traditional commercial downtown from 1855 to 1946. Unlike other historic downtown commercial areas in Madison, State Street was at first predominantly residential. Commercial uses expanded west from the Capitol Square along State Street during the early twentieth century as Madison and the University of Wisconsin grew. The Capitol Square, which has always been predominantly commercial, has also evolved over time, but lost

---

<sup>42</sup>Wright's Madison City Directory: 1927, (Milwaukee: Wright Directory Company, 1927).

<sup>43</sup>Wright's Madison City Directory: 1946, (Milwaukee: Wright Directory Co., 1946).

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 22

State Street Historic District  
Madison, Dane County, Wisconsin

---

its historic integrity following World War II. The State Street Historic District, in contrast, retains good integrity.

**PRESERVATION ACTIVITY**

Preservation activity on State Street has been limited primarily to individual efforts on the part of property owners, some of whom have shown an appreciation of the historic character of their buildings in the rehabilitation or restoration of their properties. The owner of the Lamb Building at 114 State Street, currently the only NRHP property in the district, has been the only property owner to participate in the federal Investment Tax Credit program. The designation of State Street as an Urban Design District has also had a positive effect on the historic character of State Street. New construction and major exterior alterations to buildings on State Street must be approved by the Urban Design Commission (UDC). The UDC primarily focuses on general design issues, although they do consider historic character.

**ARCHAEOLOGICAL POTENTIAL**

No archaeological remains have been discovered to date in the State Street Historic District. Some prehistoric and late historic remains may be present, as American Indians and, later, European Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity associated with the development of downtown Madison. The presence of historic archaeological remains is likely, and would be worth exploring.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 9 Page 1

State Street Historic District  
Madison, Dane County, Wisconsin

---

REFERENCES

Gottfried, Herbert and Jan Jennings. American Vernacular Design: 1870-1940. New York: Van Nostrand Reinhold Company, 1985.

McAlester, Virginia and Lee McAlester. A Field Guide to American Houses. New York: Alfred A. Knopf, 1985.

Madison City Directory: 1916. Madison: G. R. Angell and Co., 1916.

Madison Trust for Historic Preservation. Newsletter.

Mollenhoff, David V. Madison: A History of the Formative Years. Dubuque: Kendall/Hunt Publishing Company, 1982.

Nesbit, Robert C. Wisconsin: A History. Madison: University of Wisconsin Press, 1973.

Rankin, Katherine H. Unpublished Report of the Intensive Survey of the Historic Resources of Madison, no date.

Sanborn Fire Insurance Map of Madison, Wisconsin. Pelham, New York: Sanborn Publishing Co., 1885, 1892, 1898, 1902 and 1908.

Withey, Henry and Elsie Withey. Biographical Dictionary of American Architects (Deceased). Los Angeles: New Age Publishing Company, 1956.

Wright's Madison City Directory. Madison: Wright Directory Co., 1925, 1931, 1937, 1943 and 1946.

Wyatt, Barbara L., editor. Cultural Resource Management in Wisconsin. Three volumes. Madison: State Historical Society of Wisconsin, 1986.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 10 Page 1

State Street Historic District  
Madison, Dane County, Wisconsin

---

UTM REFERENCES (CONTINUED)

5. 16/305690/4771590
6. 16/305280/4771530
7. 16/305220/4771620
8. 16/304840/4771640

VERBAL BOUNDARY DESCRIPTION

The State Street Historic District includes the following parcels in the City of Madison, Dane County, Wisconsin: Lots 8-13 and the S 110' of Lot 14, Block 7, Original Plat; Lots 6-10, Block 8, Original Plat; Lots 6-13, Block 54, Original Plat; Lots 1-14, Block 55, Original Plat; Lots 1-3, Block 56, Original Plat; Lots 1-3, Block 57, Original Plat; Lots 1-3, 13-14, Block 58, Original Plat; Lots 23-24, Block 59, Original Plat; the S 88' of Lots 1-2, and Lot 18, Block 63, Original Plat; Lots 1-5, Block 64, Original Plat; Lot 1, Lots 6-7, the N 35' of Lot 7, and Lots 9-13, Block 65, Original Plat; the W 105' of Lot 1, and the W 105' of the N 35' of Lot 10, Block 75, Original Plat; Lots 1-3, Block 76, Original Plat; Lots 1-3, Block 77, Original Plat; Lots 1-7, Dayton Building Company Replat; Lots 1-13, Nolden Replat; Lots 1-4, L. B. Vilas Replat; Lots 1-13, the NE 1.68' of Lot 14, and Lot 19, Block 9, Wells Subdivision; and the N 88' of Lot 1, Lots 2-3, and the N 88' of Lot 4, Block 8, University Addition.

VERBAL BOUNDARY JUSTIFICATION

The boundaries of the State Street Historic District encompass that part of the commercial downtown facing and immediately adjacent to State Street, the principal commercial street in Madison. The district is composed of a cohesive commercial streetscape primarily composed of contiguous two-story brick structures built between 1874 and 1940. The boundaries were drawn to exclude areas that have lost historic integrity, are not in commercial use or are of a different character or time period.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

photos  
Section \_\_\_ Page 1

State Street Historic District  
Madison, Dane County, Wisconsin

---

Photo 1 of 19  
State Street Historic District  
Madison, Dane County, WI  
Photo by Tim Heggland, November 1994  
Negative on file at the State Historical Society of Wisconsin  
101 State Street, view looking southeast

The information for the following photographs is the same as the above, except as noted.

Photo 2 of 19  
617 State Street, view looking south

Photo 3 of 19  
232 State Street, view looking northeast

Photo 4 of 19  
302 State Street, view looking northwest

Photo 5 of 19  
114 State Street, view looking north

Photo 6 of 19  
107 State Street, view looking south

Photo 7 of 19  
502 State Street, view looking northwest

Photo 8 of 19  
201 State Street, view looking southwest

Photo 9 of 19  
218 State Street, view looking north

Photo 10 of 19  
529 State Street, view looking south

Photo 11 of 19  
205 State Street, view looking southeast

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**  
photos

Section \_\_\_ Page 2

State Street Historic District  
Madison, Dane County, Wisconsin

---

Photo 12 of 19  
501 State Street, view looking southwest

Photo 13 of 19  
315 West Gorham Street, view looking southeast

Photo 14 of 19  
548 State Street, view looking north

Photo 15 of 19  
216 State Street, view looking north

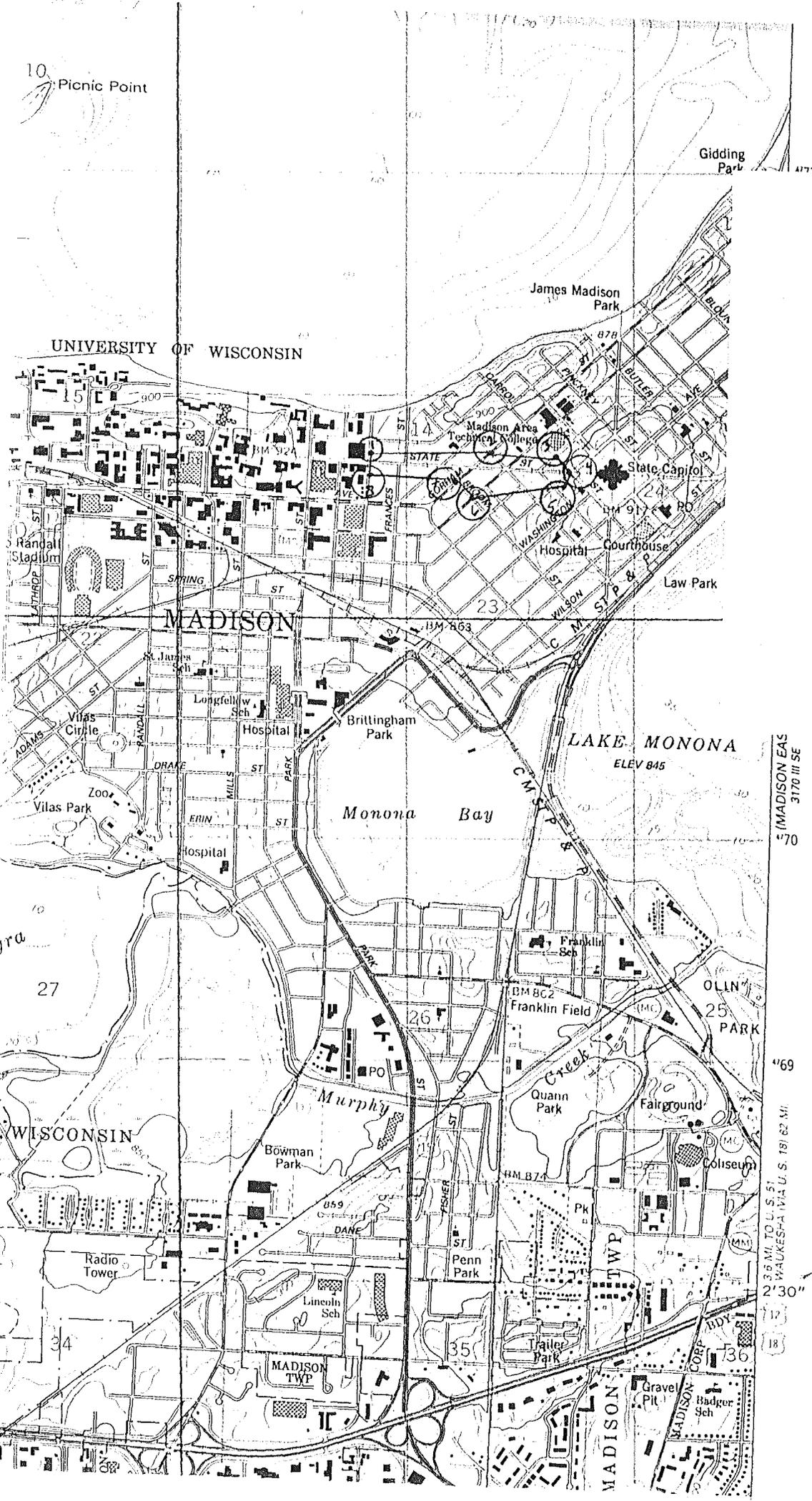
Photo 16 of 19  
306 State Street, view looking north

Photo 17 of 19  
627 State Street, view looking southeast

Photo 18 of 19  
507 State Street, view looking south

Photo 19 of 19  
319 State Street, view looking south

10 Picnic Point



**STATE STREET  
HISTORIC DISTRICT**  
Madison, Dane County, WI

USGS Quad: Madison West  
UTM References:

1. 16/304840/4771730
2. 16/305370/4771730
3. 16/305660/4771720
4. 16/305720/4771650
5. 16/305690/4771590
6. 16/305280/4771530
7. 16/305220/4771620
8. 16/304840/4771640

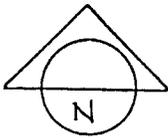
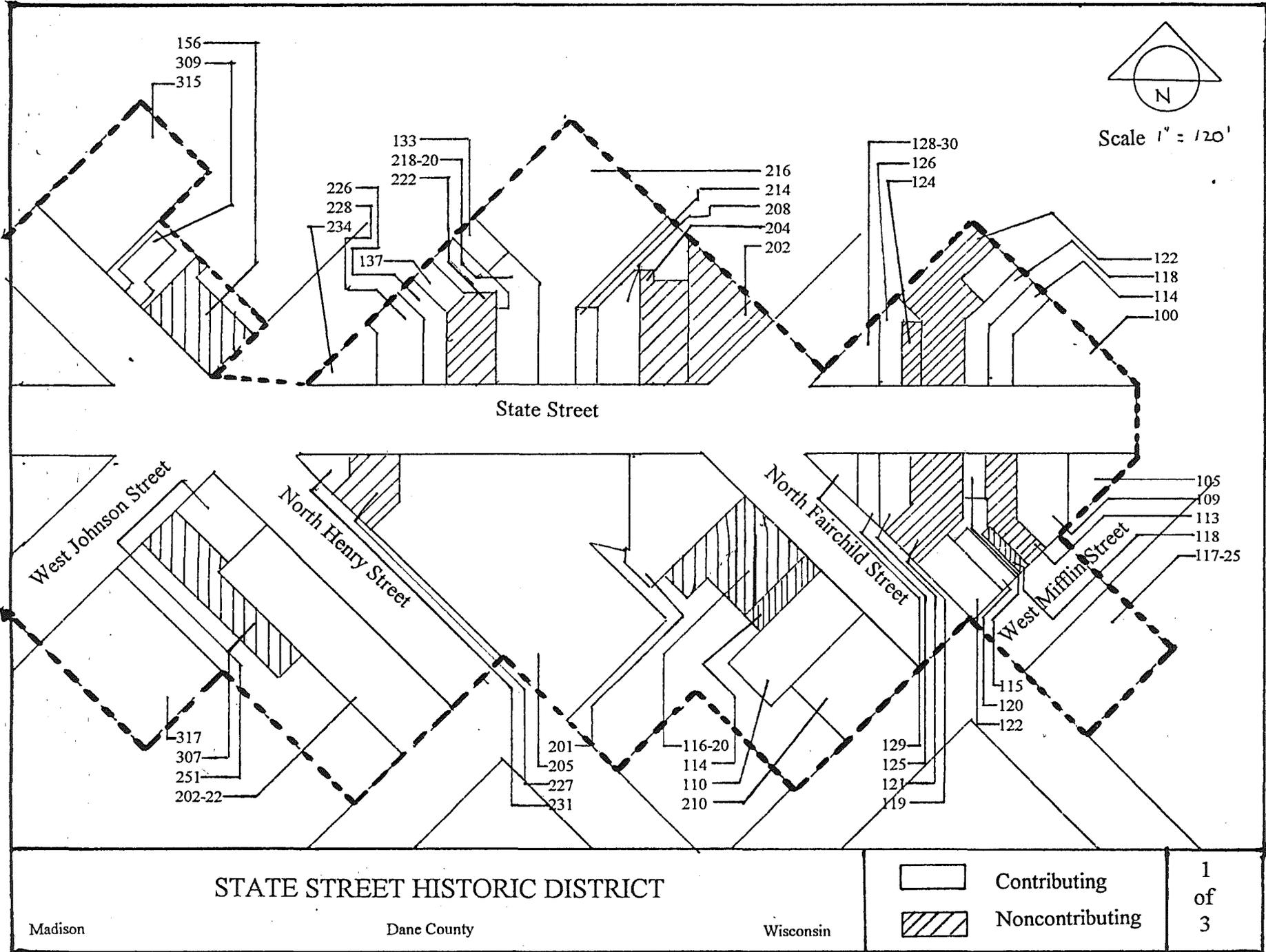
16MADISON EAS  
3170 III SE

469

3.6 MI. TO U.S. 51  
WAUWATESA VIA U.S. 181 62 MI.

2'30"

17  
18



Scale 1" = 120'

State Street

West Johnson Street

North Henry Street

North Fairchild Street

West Mifflin Street

STATE STREET HISTORIC DISTRICT

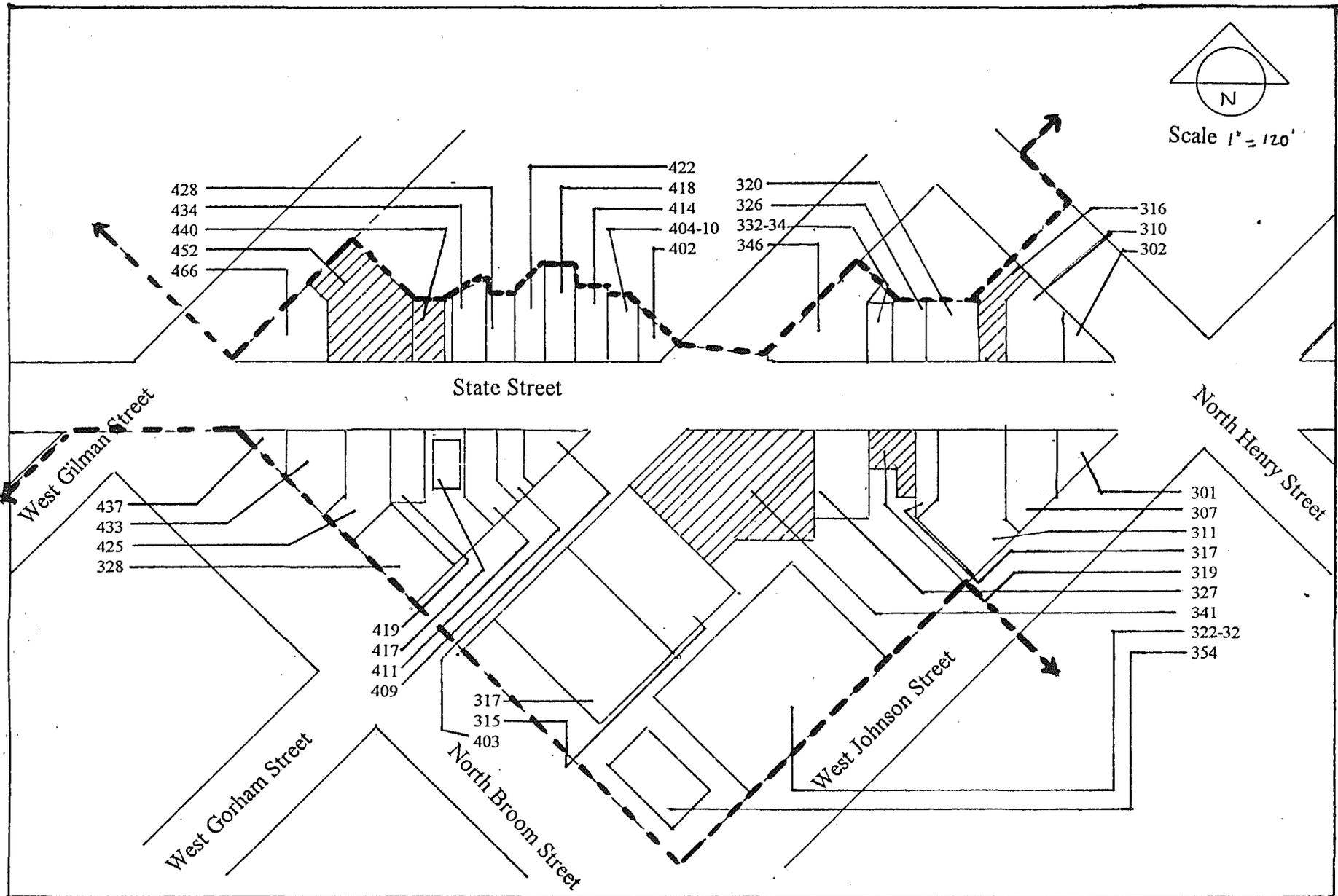
Madison

Dane County

Wisconsin

- Contributing
- Noncontributing

1  
of  
3

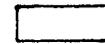


STATE STREET HISTORIC DISTRICT

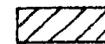
Madison

Dane County

Wisconsin

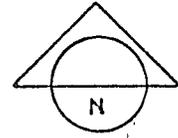


Contributing

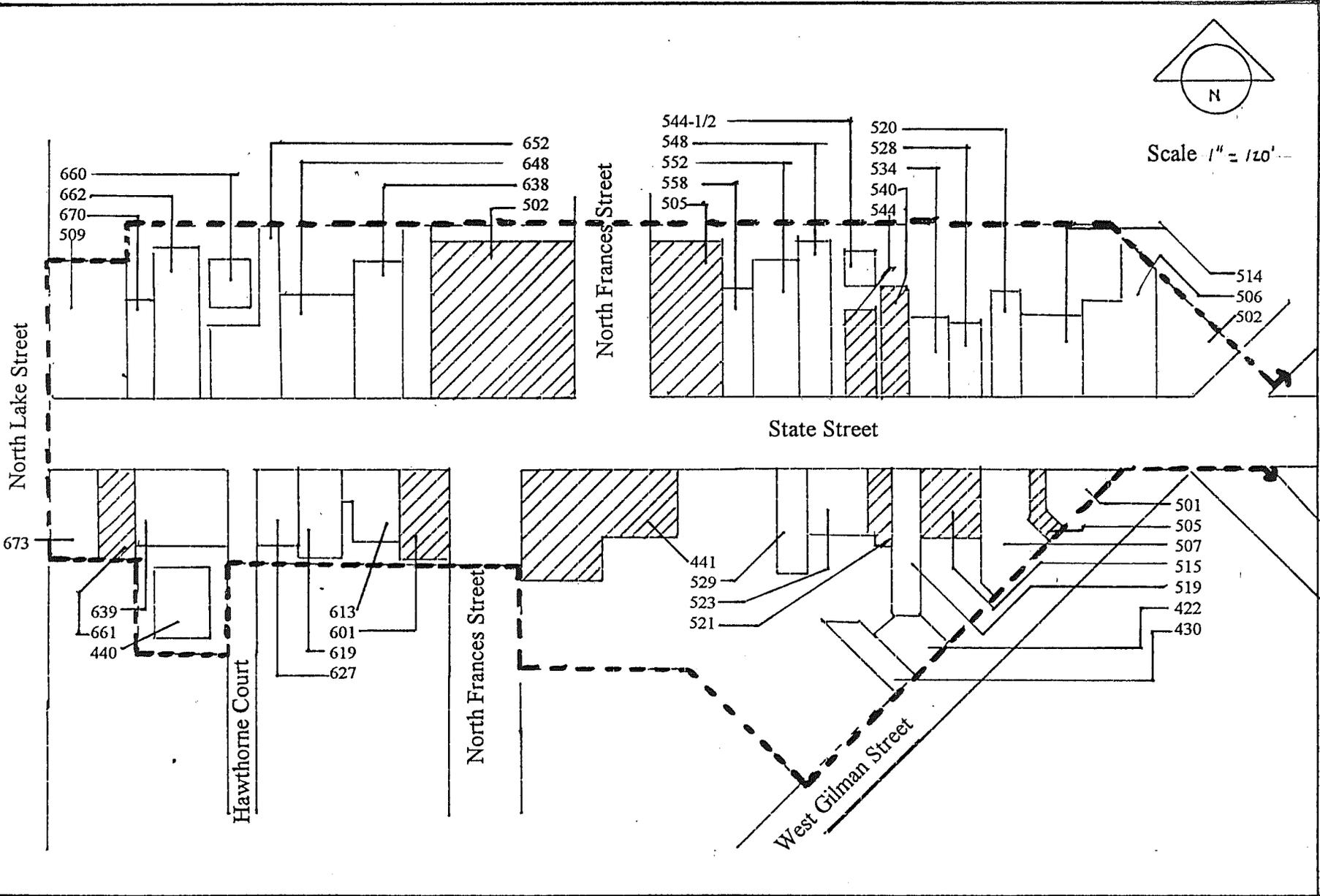


Noncontributing

2  
of  
3



Scale 1" = 120'



### STATE STREET HISTORIC DISTRICT

Madison

Dane County

Wisconsin

	Contributing
	Noncontributing

3  
of  
3