



Downtown Historic Preservation Plan

February, 1998

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Introduction

Downtown Madison is at the crossroads. After a period when most retail enterprises left the Square for the outskirts, new major redevelopment projects are in the offing that will add vitality to the Capitol Square. The Convention Center will provide the impetus for new businesses to be created and existing ones to be invigorated. The opportunities for our community to help to shape the downtown have never been greater.

Downtown Madison is a special place. From its founding and platting by James Doty, the center of the city has held special significance for the people of Madison and Wisconsin. The original platting of the city set in motion an urban form and building style that continues to affect the feeling and function of downtown 160 years later. The Capitol View Preservation Ordinance has influenced development of the center city in more ways than we may realize. The city's location between the lakes has provided a setting of unparalleled scenic beauty and opportunity.

Further, Madison has largely escaped the two most significant public actions that have shaped city after city in this country – large-scale urban renewal and the construction of highways through the heart of the city. As a result, unlike many other capital cities in this country, Madison retains a human scale and a connection with its past that is quite remarkable. This sense of place, of a unique environment that should be nurtured and worked with rather than ignored, is part of the impetus for this plan.

At the same time, Madison is not a museum. It is a modern city with challenges, opportunities, and pressures. Reconciling the needs of a modern society with a 19th century form is not easy. There are going to be conflicts relating to traffic and parking requirements, configuring space to meet modern office needs, and the simple fact that as an area becomes more popular, demand on the real estate market to intensify uses will also increase. Cities must be able to evolve and respond to current forces in order to remain dynamic vital places to live, work, and experience. Without that ability, cities become irrelevant.

Likewise, not every old building can or should be saved. Time, obsolescence, and neglect can do irreparable damage to a building, making it impractical to rehabilitate and return to useful life.

The challenge facing downtown as we move toward the future is to define exactly what the downtown's character and nature should be. One alternative would be to preserve the Capitol View Preservation Ordinance and not much else. Another would be to seek to protect and preserve as much of the built environment as possible irrespective of the effect it might have on the vitality of the central core of the city. The alternative the Task Force has chosen is to examine those elements that enhance the livability and vitality of the downtown while at the same time creating an atmosphere where new construction that enhances the essential beauty and character will be encouraged.

There is a tension between preservation and redevelopment of properties in downtown Madison. Conflicts often arise when a property owner proposes to redevelop a piece of property, which prompts efforts to preserve the property for historical reasons. Often the owner was not aware of the historical issues beforehand. A principal goal of this report is to inventory historically significant buildings or areas so as to eliminate late-arising surprises and to inform property owners where redevelopment is likely to raise preservation concerns. Conversely, the task force also intends to define portions of downtown where an owner can purchase property for redevelopment with confidence that there are no historic preservation issues incidental to the property.

The tension between preservation and redevelopment in downtown Madison has been characterized by some as a “battle,” and structures the argument as an “either/or” proposition. Putting developers in one “camp” and preservationists in another “camp” provides little opportunity for the establishment of common ground. There are good new buildings and bad old ones, renovations that are sensitive and alterations that have essentially destroyed the character and feel of an important older building, developers who design their projects to be an integral part of a larger context and those that claim to support vitality but whose projects do little to enhance the livability of the city. It is hoped that this plan will help the citizens of Madison reach a common ground in its vision for the downtown.

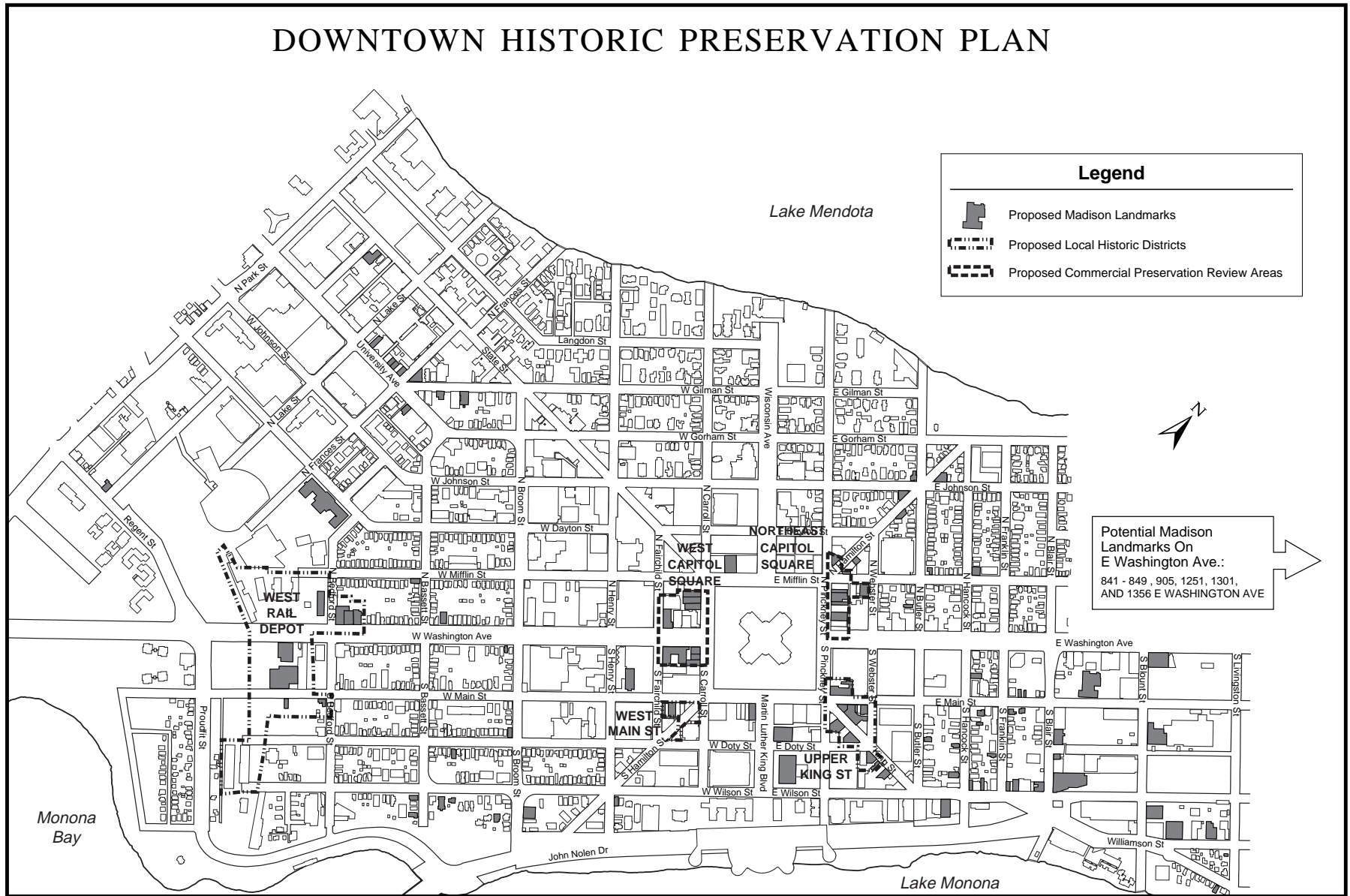
Summary of Recommendations

The Downtown Historic Preservation Task Force recognizes that change must occur. Some of the buildings highlighted in this publication will no doubt fall to the wrecking ball in the future, perhaps due to the awkward shapes of spaces that do not answer modern office needs, due the economies of building larger buildings, or due to poor maintenance over the years. But it is the hope of the members of the Task Force that most residents agree with them – that the retention of the older buildings in Madison that make it a unique place adds to the attractiveness and vitality of the central city. And, finally, that those elements of older buildings that make them so attractive to modern eyes be used in new construction, not only to blend the old with the new, but to create a more beautiful, vibrant and livable city. The Downtown Historic Preservation Task Force recommends that two small areas in the downtown be designated Commercial Preservation Review Areas; that three small areas be designated as local Historic Districts; that three older residential neighborhoods be designated as Neighborhood Conservation Areas; that 75 individual buildings be designated as Madison Landmarks; that the Urban Design Commission update its guidelines for State Street; that the Urban Design Commission consider adding the University Avenue/Gilman Street area to Urban Design District #6 and that the Landmarks Commission consider updating its guidelines for the Third Lake Ridge Historic District. The Task Force also recommends some general policies for enhancing the viability of the downtown.

Please note that descriptions of the architectural and/or historical significance of each area and building are located in the separate document entitled *The Historic Resources of Downtown Madison*.

Map 1

DOWNTOWN HISTORIC PRESERVATION PLAN



Commercial Preservation Review Areas

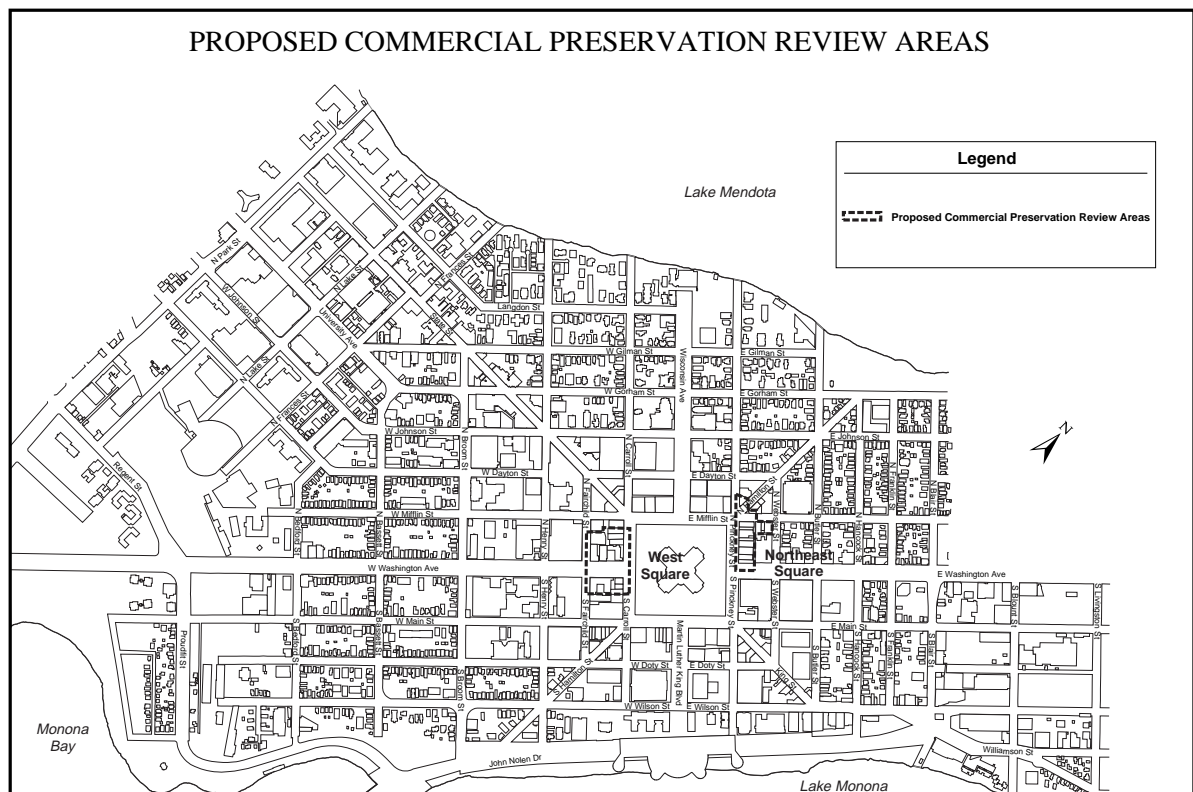
The Task Force recommends the creation of two “Commercial Preservation Review Areas.” In such areas the Task Force proposes that major alterations and new construction projects that require Plan Commission and/or Urban Design Commission approval be submitted to the Landmarks Commission for an advisory opinion. The Task Force believes that these two sections of the downtown retain a significant collection of older buildings with a scale and urban texture that add greatly to the pedestrian and aesthetic interest of the downtown area, but are not cohesive enough to warrant stricter controls, such as historic district designation.



These two areas are (See Map 2):

- ◆ the Northeast Square, and
- ◆ the West Square.

Map 2



Neighborhood Conservation Areas

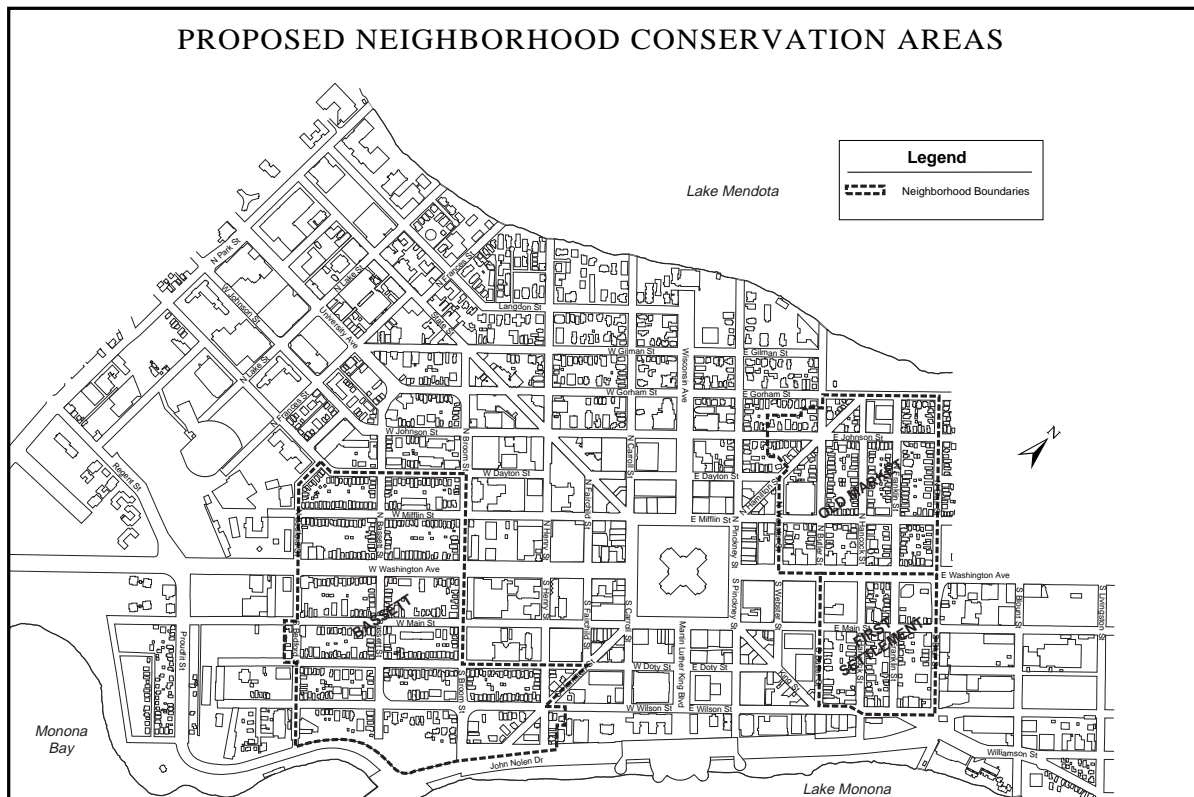
The Task Force also proposes making each of the following areas “Neighborhood Conservation Areas” (See Map 3):

- ◆ the Bassett neighborhood,
- ◆ the First Settlement neighborhood, and
- ◆ the Old Market Place neighborhood.

In these “Neighborhood Conservation Areas,” the residential use, identity and character of the neighborhood would be preserved, rather than emphasizing the physical historic fabric, as historic district designation would do. This would be accomplished by the Department of Planning and Development staff working with neighborhood property owners to assess the important design issues and make recommendations for ways to enhance the urban character of their neighborhood. For example, the recommendations might include repeating a dominant roof pattern in new construction, but would not add regulations about demolishing the older buildings on the site. No Landmarks Commission review is proposed for the Neighborhood Conservation Areas.



Map 3



Local Historic District Designations

The Task Force recommends that the Landmarks Commission consider creating three new Historic Districts, to be regulated by the Landmarks Commission (for information about the effects of historic district designation, please see “Madison Landmarks Commission” in Appendix I).



These three small areas retain a significant collection of older buildings that create cohesive districts united by history. Protecting the aesthetics and heritage of these areas will benefit not only citizens, but property owners alike. We have already witnessed revivals of the West Rail Depot and the King Street area that have used the historical value of the older buildings to their advantage. Historic district designation would help protect the significant investments that have already occurred in these areas.

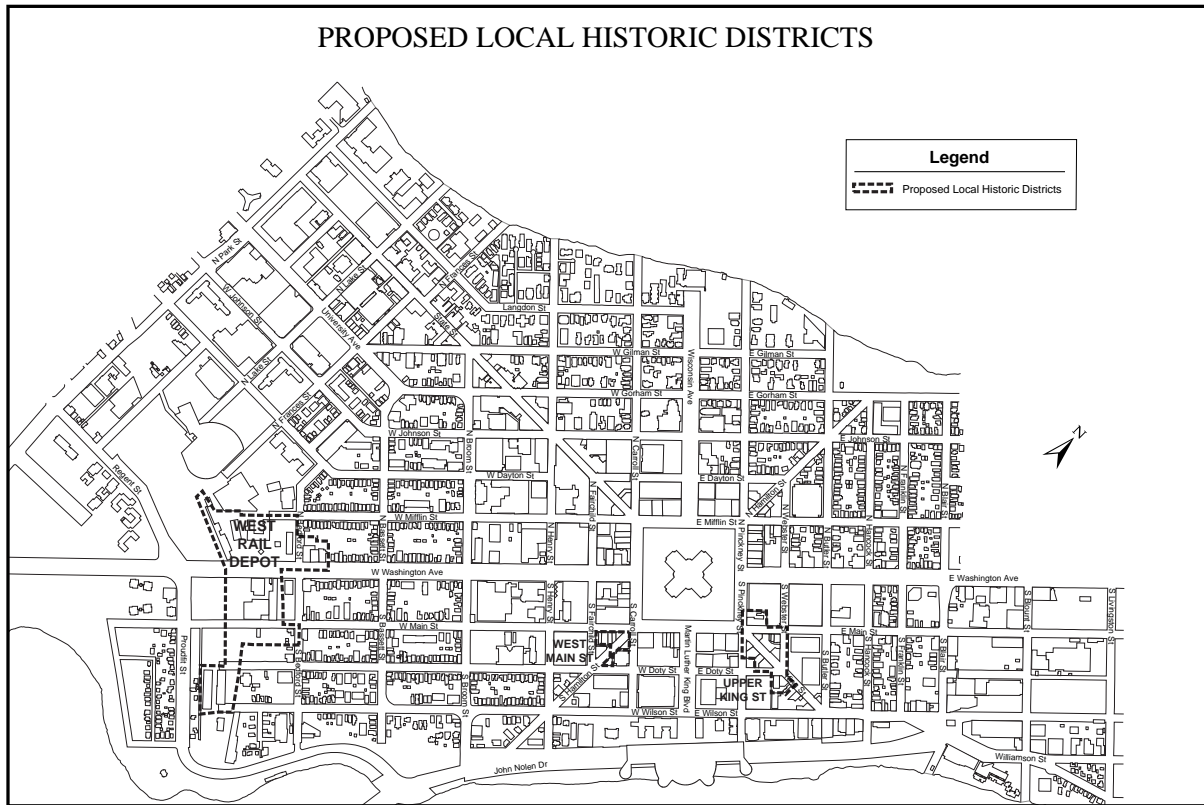


Historic district designations are made by the Common Council. After an area is designated as an historic district, the Landmarks Commission reviews permits for exterior alterations, demolitions and new construction. For each historic district, property owners and residents would define the criteria for alterations and new construction that the Landmarks Commission would use to review projects. Generally speaking, the criteria for commercial areas would probably be less strict than for residential areas in recognition of the changing uses that occur in commercial buildings. The Landmarks Commission has the authority to approve or deny a project if it does not meet the criteria for protecting the history and aesthetics of the area. Such decisions can be appealed to the Common Council.

The three proposed historic districts are (See Map 4 for boundaries of these areas):

- ◆ West Main Street,
- ◆ the West Rail Depot area, and
- ◆ the upper King Street area.

Map 4



Individual Historic Sites

For all individual properties of historical significance not included in areas proposed for designations as historic districts by the Landmarks Commission, the Task Force recommends that the property owners be advised of the benefits of National Register of Historic Places listing and that the Landmarks Commission consider landmarking these buildings.

Once a building is designated a Landmark, all permits for exterior work, demolition permits and new construction permits on the parcel must be approved by the Landmarks Commission as being compatible with the historic character of the landmark. Decisions by the Landmarks Commission can be appealed to the Common Council. Many people believe that once a site is designated, it can never be altered or destroyed. This is not true; rather, Landmark designation allows the citizens of Madison to have a voice in what happens to a part of their heritage (for more information on Landmarking historic buildings, please see Appendix I).

The buildings identified by the Task Force as eligible for landmark designation and/or National Register of Historic Places listing that are outside of proposed commercial preservation areas and historic districts are:



Reis Grocery/Mifflin Street Co-op at 32 North Bassett Street
Kroncke House at 302 South Bassett Street
Stacy Apartments at 312-320 South Bassett Street
Brader House at 120 South Broom Street
Carman-Lamp House at 18-20 North Butler Street
Dodge House at 103 North Butler Street
Simon House at 119 South Butler Street
Washington Public School at 545 West Dayton Street
Reilly House and Flat at 437-439 West Doty Street
Eleanor Apartments at 405 North Frances Street
Thompson House at 101 South Franklin Street
Gotterdam House at 132 South Franklin Street
Stratford Apartment Building at 433 West Gilman Street
Victoria Apartments at 445 West Gilman Street
Towne Building at 113 North Hamilton Street
Wayne Apartments at 213 North Hamilton Street
Hamilton Apartments at 222 North Hamilton Street
Rinder Grocery at 301 North Hamilton Street
Sumner Apartments at 17 South Hancock Street
Curtis House at 111 South Hancock Street
Festner House at 126 South Hancock Street
Klueter Apartments at 144 - 146 South Hancock Street
Perry House at 152 East Johnson Street
Frautschi Building, 219 King Street
Wood House at 407 East Main Street
Nelson House at 504 East Main Street
Boley House at 511 East Main Street
House at 512 East Main Street
State of Wisconsin Heating and Power Plant at 624 East Main Street
Bank of Wisconsin at 1 West Main Street (excluding drive-up bank at rear)
St. Raphael's R. C. Church at 216 West Main Street
Beavers Insurance Company Building at 119 Martin Luther King Boulevard
Old Post Office at 215 Martin Luther King Boulevard (excluding loading
dock at rear)
Swedish Lutheran Gloria Dei Church at 402 East Mifflin Street
Mendota Block/Baron Brothers Department Store at 12 West Mifflin Street
DiSalvo Grocery at 802 Regent Street
University Presbyterian Church at 731 State Street
American Ice Cream Company Building at 525 University Avenue
Olwell Building at 602 University Avenue
Bewick Building at 604-606 University Avenue
Petersen Building at 610 University Avenue
Luther Memorial Chapel at 626 University Avenue
J. I. Case Thresher Machine Co. at 701 East Washington Avenue
McGlashan Wholesale Bakery at 841-849 East Washington Avenue
Klueter Building Company Fireproof Warehouse at 905 East Washington Ave.

Gisholt Machine Company, Offices at 1251 East Washington Avenue and
Factory at 1301 East Washington Avenue
Fuller and Johnson Manufacturing Company Offices at 1356 East
Washington Avenue
Baldwin House at 405 West Washington Avenue
Holstein Friesian Building at 448 West Washington Avenue
Madison Saddlery Building, 313-317 East Wilson Street
Isberner Building at 402 East Wilson Street
Conradi Drug Store at 408 East Wilson Street
Schlotthauer's Lake City House Hotel at 502 East Wilson Street
Klueter Grocery and Feed Store at 508 East Wilson Street
Sayle Flats at 153 West Wilson Street
Doty School at 351 West Wilson Street
Siebecker House at 409 West Wilson Street
George House at 437 West Wilson Street
Dowling Apartments at 445-447 West Wilson Street

Update of Urban Design Guidelines for State Street

The Task Force recommends that City staff assist the Urban Design Commission in identifying the historic character of the State Street area so that criteria for preserving that character can be included in the Urban Design Commission's guidelines for reviewing new development and major alterations in the district.



Major changes on State Street are already subject to Urban Design Commission review. Many of State Street's buildings are historically significant also. Rather than layering another design review by making the area an historic district, the Task Force recommends that the Urban Design Commission, in its reviews, consider more closely the historical character of the buildings and the area.

Urban Design District for the University Avenue/Gilman Street area

The University Avenue/West Gilman Street area should be considered for designation as an amendment to Urban Design District #6, as is currently being studied by the Urban Design Commission. This area contains several historic and older buildings that form a town/gown transition between the University of Wisconsin and the commercial and residential neighborhoods beyond.



Third Lake Ridge Historic District

The Task Force recommends that the Landmarks Commission reconsider its criteria for the review of alterations to commercial and industrial properties in the Third Lake Ridge historic district, making them more specific and detailed. The Third Lake Ridge criteria were developed in 1978. The criteria for industrially zoned property deals only with height and not with important elements, such as building materials, retention of historic features, etc. In the commercially zoned areas, only the front facades are reviewed. Since there are many residential properties commercially zoned, alterations could occur to the sides and rear which are not historically compatible with the residences nearby. The Marquette Neighborhood Plan also recommends revising the criteria.



Non-designated Areas

The Task Force recommends that City policy make it clear that major alterations and new construction in areas of the downtown outside of Historic Districts or Commercial Preservation Review Districts will not be reviewed with regard to historic preservation issues except for buildings that have been identified by this report as being properties of historical significance and properties adjacent thereto.

General Recommendations

- ◆ All the triangular blocks around the Square should present a low- to mid-scale profile at the square corners to preserve vistas and light. New development on these blocks should consider setbacks and design to avoid creating canyons that would encircle or surround the square. A continuous facade of eight to ten story buildings around the square would destroy its historic character. Higher rise construction on these triangular blocks should occur away from the corners facing the square. Because of Madison's unusual street plan, the corner blocks contain unusual triangular buildings, called "flat iron blocks." Most of these triangular buildings are visual landmarks, such as the old Commercial State Bank (102 State Street), the Suhr Bank building (102 King Street) and the Lamb Block (105 West Main Street), as well as being historic sites. They add a strong sense of history and character to the square. In addition, because of the smaller size of those blocks, many of the older buildings on the blocks still remain. This recommendation reiterates the recommendations of the *Downtown 2000* plan.
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- ◆ Interblock linkages, such as the arcade in the King Street Arcade (107-113 King Street), should be encouraged, to develop pedestrian access while maintaining the scale and appearance of the Square.
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- ◆ Incorporate sensitivity to historic preservation issues in on-going cross-training efforts in the City's Building, Planning and Zoning departments.
 - ◆ Amend the ordinance that contains the check-list of criteria that the Plan Commission and Urban Design Commission must consider in their review of proposed projects to include historic preservation-related criteria. This will ensure that historic preservation is considered without creating additional regulatory hoops for developers to jump through.
 - ◆ Several of the smaller historic buildings on and near the square are at a significant disadvantage for reuse because of the lack of parking on or near those properties. The City should develop ways to encourage sharing of new parking facilities by downtown businesses.
 - ◆ The publication entitled *Landmarks and Historic Districts in Madison: A Guide for Property Owners* should be updated and reprinted.

Overall Effect of Recommendations

Probably the greatest concern of those reading this plan is the worry that there will be more regulation on the downtown, causing greater difficulties for the use of older buildings and new construction in an area already more difficult to develop

than outlying property. The Downtown Historic Preservation Task Force was keenly aware of this concern and has made recommendations that would impose as little additional regulation as possible while still protecting our valuable historic and architectural heritage.

Currently, major alterations and new construction of a certain scale in the downtown are reviewed and approved by the Plan Commission. In many areas, the Urban Design Commission also reviews major alterations and new construction – its review, in most cases, is advisory to the Plan Commission. In the proposed commercial preservation review areas, Landmarks Commission review would be coordinated with and in addition to Urban Design Commission review and would also be advisory to the Plan Commission. In the proposed historic districts, Landmarks Commission review would be in addition to Urban Design and Plan Commission reviews and the Landmarks Commission would have approval authority. Outside of the proposed historic districts and commercial preservation review areas, only those projects that would affect properties that are potential Madison Landmarks would be subject to Landmarks Commission review, which would be advisory to the Plan Commission prior to actual Landmark designation and with approval authority of the Landmarks Commission after designation.

While there are 1,872 parcels in the downtown study area, the Task Force recommends Landmarks Commission review for 19 not previously designated parcels in the two proposed Commercial Preservation Review Areas, consideration of historic designation for another 35 not previously designated parcels in the three proposed Historic Districts, and consideration of landmark designation for 60 individual historic sites outside of the commercial preservation review areas and the proposed historic districts. This means that the Task Force is proposing some type of Landmarks Commission review for only 114 parcels, or 6% of the total number of parcels in the downtown.

Methodology

The Charge to the Task Force

In December 1994, the Mayor and the City Council created the Downtown Historic Preservation Task Force and appointed nine citizen members, all people actively involved in the downtown. The Mayor and Council asked the Task Force to do three things:

- ◆ identify historic buildings and districts in the downtown;
- ◆ identify ways to enhance the preservation of buildings that are important parts of Madison's heritage and identity; and
- ◆ help resolve the difficult conflicts that occur between preservation and new development in such a way as to encourage investment in the downtown while preserving significant buildings and areas.

Participants

The members of the Downtown Historic Preservation Task Force were:

- ◆ Allen Arntsen, Chair, an attorney at the law firm of Foley & Lardner. He also serves as President of the Schenk-Atwood Revitalization Assn. and the Barrymore Theater and is a former vice-chair of the City Plan Commission and Chair of the Madison Development Corp.
- ◆ R. Richard Wagner, Vice-Chair, who holds a Ph.D. in American History, is the owner of a Landmark residence in the Third Lake Ridge historic district, and is a member and former chair of the Landmarks Commission.
- ◆ Chuck Bauer, co-founder and co-owner of The Soap Opera at 319 State Street. He is a member of the State Street Merchants Assn. and chairperson of the Madison Landmarks Commission.
- ◆ Judy Karofsky, former Mayor of the City of Middleton, teaches in the learning center at the UW Business School and is a private consultant in real estate research and investment analysis. She lives in the Mansion Hill historic district.
- ◆ Alder Michael Verveer, who has represented the Fourth Aldermanic district (the downtown area) on the Common Council since April, 1995. He is legislative aide for the Wisconsin State Assembly and lives in the Bassett neighborhood.
- ◆ Michael Mathews, the director of economic development for MG&E. He is also vice president and general manager of Central Wisconsin Development Corp. He has served on many city and civic organizations and is a board member of Downtown Madison, Inc.
- ◆ Richard Bernstein, President of the Madison Trust for Historic Preservation. He is a compliance historian with the State Historical Society and lives in the Marquette Bungalows historic district.

- ◆ Richard Zillman, a native Madisonian who runs an advertising and design firm in a downtown historic building designed by Stephen Shipman, and lives in the Third Lake Ridge historic district in a house designed by Frank Riley. He is active in community and arts organizations and is a past chair of Downtown Madison, Inc.
- ◆ Nancy Christy, co-owner of the Kennedy Manor Restaurant and the Wilson Street Grill in downtown Madison. She also owns a restaurant consulting business.

The people who received minutes and agendas and who were kept informed of the task force activities included:

All Alderpersons

George Austin, Director, Department of Planning and Development

Tony Badame, President, State Street Business Association

Carol Crossan, member, Capitol Neighborhoods

Bettina Diaz-Herrera, representative, League of Women Voters

Deborah Jackson-Klein, representative, Bassett Neighborhood

Downtown Madison, Incorporated

Greater Madison Chamber of Commerce

Sharon McCabe, City Assessor's Office

Madison Trust for Historic Preservation

Leigh Mollenhoff, representative, Historic Madison, Inc. of Wisconsin

Anne Monks, Office of the Mayor

Brad Murphy, Director, Planning Unit

Katherine Naherny, Department of Planning and Development

Old Market Place Neighborhood Association

Bert Stitt, President, Capitol Neighborhoods

Gary Tipler, representative, Capitol Neighborhoods

Division of Historic Preservation, State Historical Society of Wisconsin

The task force was staffed by Katherine Rankin, Preservation Planner, and Elizabeth Miller, Preservation Consultant. Other staff who contributed to the development of the plan include Linda Grubb, Neighborhood Preservation Supervisor; Sharon McCabe, Commercial Appraiser; Archie Nicolette, Planner II; Mark Olinger, Principal Planner; Joel Peterson, Economic Development Manager; Jerry Tucker, Tax Increment Financing Coordinator; and Peggy Yessa, Economic Development Technician.

What the Task Force Did

The Task Force met weekly from the first week in February 1995, until the second week in October 1995. The Task Force reviewed slide presentations on the history of Madison, the development of historic preservation in the city, architectural styles, the National Register of Historic Places, and the Madison Landmark Commission program. City staff and other interested persons spoke about recent conflicts between historic preservation and new development in the downtown. The speakers included Randall Alexander, Barry Gore, Craig Hungerford, Bob Keller, Todd McGrath, Tom Neujahr, David Phillips, Gene Rankin, Jim Sewell, and Gary Tipler.

The Task Force reviewed the following plans, which had been prepared for areas within the study area: *Downtown 2000*, the *Marquette-Schenk-Atwood Neighborhood Plan*, the *Tenney-Lapham/Old Market Place Neighborhood Plan*, and the *First Settlement Plan* (see Appendix III for a discussion of the preservation recommendations of these plans).

Members then took walking tours of the Capitol Square, and the Bassett, First Settlement and Old Market Place neighborhoods and gave preliminary ratings to each potentially historic building. Those that were clearly eligible for Madison Landmark designation, or that clearly contributed to the historic character of the downtown, were rated A. Those that had contextual value in their scale and/or texture and that should be replaced only in context and with a good and compatible design were rated B. Those that were not particularly interesting were rated C.

Development of Recommendations

These preliminary ratings were mapped, and the Task Force looked at the map and identified areas where properties with A ratings were concentrated. The Task Force then came up with recommendations for each area, discussing each individually (see following chapters for these specific recommendations).

Development of the Final Plan

Staff then prepared a draft Downtown Historic Preservation Plan. The Task Force reviewed the draft, and revisions were made according to their comments. Copies of the revised draft Plan were mailed to the groups and individuals on the Task Force's mailing list, along with potentially affected property owners. A notice was placed in the newspapers and additional copies were mailed out to those who requested copies. Presentations on the draft Downtown Historic Preservation Plan were given to the following groups:

- Downtown Madison, Inc.
- Old Market Place Neighborhood Association
- First Settlement Committee of the Capitol Neighborhoods Association
- Downtown Owners Group of the Madison Apartment Association
- Women in Real Estate Development
- Madison Trust for Historic Preservation
- State Street Business Owners Association
- Landmarks Commission
- Plan Commission
- Urban Design Commission
- Economic Development Commission

After the Task Force held a public hearing on the draft Plan, staff and task force members gathered all the comments received and Task Force members reviewed the comments. The final Downtown Historic Preservation Plan was then prepared and submitted to the Common Council for adoption as part of the city's master plan, with advice from the Economic Development, Landmarks, Urban Design and Plan Commissions.

Specific Recommendations

Capitol Square

I. Northeast Square Recommendations

A. Designate this area a Commercial Preservation Review Area, wherein the Landmarks Commission will review all major alterations and new construction of the same scale that triggers Urban Design Commission review (please see “Appendix I: The Urban Design Commission” for a description of the types of projects reviewed by the Commission). The Landmarks Commission review should be coordinated with and in addition to Urban Design Commission review, and should be advisory to the Plan Commission. In addition, the Task Force recommends that all projects of a scale that warrants only staff review also be reviewed by the City Historic Preservation Planner in addition to Urban Design staff.



B. The Landmarks Commission should consider the following criteria in their review:

1. The facades of these buildings should be retained.
2. There should be pedestrian interest on the first floor.
3. First floor storefronts should respect the architectural character of the building, with texture and architectural detailing.
4. New construction/alterations should compliment the massing and scale of the existing historic buildings.

II. West Square Recommendations

A. Designate this area a Commercial Preservation Review Area, wherein the Landmarks Commission will review all major alterations and new construction of the same scale that triggers Urban Design Commission review. The Landmarks Commission review should be coordinated with and in addition to Urban Design Commission review, and should be advisory to the Plan Commission. In addition, the Task Force recommends that all projects of a scale that warrants only staff review also be reviewed by the City Historic Preservation Planner in addition to Urban Design staff. Most of the buildings in this area are identified by this plan as being eligible to be designated as Madison Landmarks. Once they are designated, the



“Commercial Preservation Review Area” will become redundant and should be retracted.

B. The Landmarks Commission should consider the following criteria in their review:

1. The architectural character of the facades of these buildings should be respected, and the volumes of Grace Episcopal Church, the Lorraine Hotel and the Hovde Building should be preserved.
2. There should be pedestrian interest on the first floor.
3. First floor storefronts should respect the architectural character of the building, with texture and architectural detailing.
4. New construction/alterations should compliment the massing and scale of the existing historic buildings.

III. West Main Street Recommendations

A. The potential West Main Street Historic District should be made a Madison Landmark District. It is currently being nominated to the National Register of Historic Places to enable current or future owners to take advantage of tax credits for rehabilitation.



As a first step, the Task Force recommends that neighborhood property owners and residents set up a committee to develop, with the assistance of the City’s Historic Preservation Planner, criteria for the review of alterations and new construction.

IV. King Street Recommendations

A. The core of the King Street area should be made a Madison Landmark District. The core is composed of the 100-block of King Street (both sides of the street), 203 and 211 King Street, the 100-block of East Main Street (all of the 100-odd side, and the Tenney Building across the street at 110 East Main), the Fess Hotel (123 East Doty Street), and the 100-block of South Pinckney Street.



As a first step, the Task Force recommends that neighborhood property owners and residents set up a committee of interested property owners to develop, with the assistance of the City’s Historic Preservation Planner, criteria for the review of alterations and new construction.

- B. The Simeon Mills Historic District should be re-evaluated to determine whether the whole of the core proposed in the recommendation above could be included in the National Register district.
- C. The Landmarks Commission should consider the following criteria in its review:
 - 1. The facades of these buildings should be retained.
 - 2. There should be pedestrian interest on the first floor.
 - 3. First floor storefronts should respect the architectural character of the building, with texture and architectural detailing.
 - 4. New construction/alterations should conform to the massing and scale of the existing historic buildings.
 - 5. The restoration of the first floor facade of the Dick Building (121 King Street) should be encouraged.

V. Individual historic sites in the Capitol Square area

For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Towne Building at 113 North Hamilton Street
Frautschi Building at 219 King Street
Bank of Wisconsin at 1 West Main Street (excluding drive-up bank at rear)
Beavers Insurance Co. Building at 119 Martin Luther King, Jr. Boulevard
Old Post Office at 215 Martin Luther King, Jr. Blvd. (excluding loading dock)
Mendota Block/Baron Brothers Department. Store at 12 West Mifflin Street
Madison Saddlery Building at 313-317 East Wilson Street

Downtown West

I. University Avenue/West Gilman Street Recommendations

- A. The University Avenue/West Gilman Street area should be considered for designation as part of the University Avenue Urban Design District #6, the east end of which currently ends at Farley Street on Madison's west side.



- B. The Urban Design Commission should consider the following criteria in their review:
1. The volume, scale, and mass of these buildings should be retained.
 2. There should be pedestrian interest on the first floor.
 3. First floor storefronts should respect the architectural character of the building, with texture and architectural detailing. Storefronts should not be blocked up.
 4. The street scape should be retained and respected; the regular rhythm of storefronts should be preserved.
 5. The combined commercial/residential nature of these buildings should be retained.
 6. New construction/alterations should conform to the massing, scale, use and pedestrian interest of the existing historic buildings, and should have architectural details aimed at creating pedestrian interest.
- C. For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Eleanor Apartments at 405 North Frances Street
Stratford Apartments at 433 West Gilman Street
Victoria Apartments at 445 West Gilman Street
American Ice Cream Co. at 525 University Avenue
Olwell Building at 602 University Avenue
Bewick Building at 604-606 University Avenue
Petersen Building at 610 University Avenue
Luther Memorial Church at 626 University Avenue

II. State Street Recommendation

A. The historic character of State Street should be identified so that additional criteria for preserving that character can be included in the Urban Design Commission’s guidelines for reviewing new development and major alterations in the district.



III. West Rail Depot Recommendations

A. The West Rail Depot area should be made a Madison Landmark District. The industrial/commercial appearance of this area, with its vertically-massed buildings, should be preserved.



As a first step, the Task Force recommends that a group of property owners and residents set up a committee to develop, with the assistance of the City’s Historic Preservation Planner, criteria for the review of alterations and new construction.

IV. Bassett Neighborhood Recommendations

A. The residential section of the Bassett neighborhood should be designated a Neighborhood Conservation Area. The staff of the Department of Planning and Development should work with the Capitol Neighborhoods in its upcoming master planning implementation process to identify the essential neighborhood character and develop ways to protect it. The following elements are of particular concern:



1. The historic front porch rails and balustrades should be repaired and maintained wherever possible. Where this is not possible, at a minimum, new porches should be painted.
2. Vinyl and aluminum siding should match the gauge of the original wood siding, and should not obliterate door, window or other decorative trim. No other type of new siding should be permitted.
3. Historic materials should be preserved as much as possible.
4. New owner-occupied development should be encouraged.
5. Zero-lot-line projects should not be permitted.

- B. For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Reis Grocery/Mifflin Street Co-op at 32 North Bassett Street
Kroncke House at 302 South Bassett Street
Stacy Apartments at 312 - 320 South Bassett Street
Brader House at 120 South Broom Street
Reilly House and Flat at 437 - 439 West Doty Street
St. Raphael's R. C. Church at 216 West Main Street
Baldwin House at 405 West Washington Avenue
Holstein Friesian Building at 448 West Washington Avenue
Sayle Flats at 153 West Wilson Street
Doty School at 351 West Wilson Street
Siebecker House at 409 West Wilson Street
George House at 437 West Wilson Street
Dowling Apartments at 445 - 447 West Wilson Street

V. Individual historic sites in the Downtown West area

For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Washington Public School at 545 West Dayton Street
DiSalvo's Grocery at 802 Regent Street
University Presbyterian Church at 731 State Street

Downtown East

I. Machinery Row/Williamson Street Recommendations

- A. The Landmarks Commission should reconsider its guidelines for the commercial and industrial properties in the Third Lake Ridge district, and make them more specific and detailed.
- B. For the following sites, the owners should be advised on the benefits of National Register listing.



- 100 South Blount Street
- 301 South Blount Street
- 624 East Main Street
- 602 Railroad Street
- 714 - 722 Williamson Street
- 744 Williamson Street
- 751 - 753 Williamson Street
- 731 Jenifer Street
- 739 Jenifer Street
- 745 Jenifer Street
- 748 Jenifer Street

- C. For the following site, the owner should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking it.

State of Wisconsin Heating and Power Plant at 624 East Main Street

II. First Settlement Neighborhood Recommendations

- A. The neighborhood should be designated a "Neighborhood Conservation Area," wherein the existing residential character of the core of the neighborhood will be preserved and encroachment by incompatible uses will be prevented.



As a first step, the Task Force recommends that a group of property owners and residents set up a committee, with the assistance of the City's Historic Preservation Planner, to identify the essential neighborhood character and develop ways to protect it.

- B. For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Simon House at 119 South Butler Street
Thompson House at 101 South Franklin Street
Gotterdam House at 132 South Franklin Street
Sumner Apartments at 17 South Hancock Street
Curtis House at 111 South Hancock Street
Festner House at 126 South Hancock Street
Klueter Apartments at 144 - 146 South Hancock Street
Wood House at 407 East Main Street
Nelson House at 504 East Main Street
Boley House at 511 East Main Street
House at 512 East Main Street

- C. The following sites are already listed on the National Register as part of the East Wilson Street historic district. The Madison Landmarks Commission should consider landmarking them.

Isberner Building at 402 East Wilson Street
Conradi Drug Store at 408 East Wilson Street
Schlotthauer's Lake City House Hotel at 502 East Wilson Street
Klueter Grocery and Feed Store at 508 East Wilson Street

III. Old Market Place Neighborhood Recommendations

- A. Designate the area a "Neighborhood Conservation Area," wherein the existing residential character of the core of the neighborhood would be preserved and encroachment by incompatible uses will be prevented. Note that the Old Market Place neighborhood does continue east of Blair Street.



As a first step, the Task Force recommends that the Old Market Place Neighborhood Association set up a committee of property owners and residents, to identify with the assistance of the City's Historic Preservation Planner, the essential neighborhood character and develop ways to protect it.

- B. For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.

Carman-Lamp House at 18 - 20 North Butler Street
Dodge House at 103 North Butler Street
Wayne Apartments at 213 North Hamilton Street
Hamilton Apartments at 222 North Hamilton Street
Rinder Grocery at 301 North Hamilton Street
Perry House at 152 East Johnson Street
Swedish Lutheran Gloria Dei Church at 402 East Mifflin Street

IV. East Washington Avenue

For the following sites, the owners should be advised on the benefits of National Register listing and the Madison Landmarks Commission should consider landmarking them.



Breese Stevens Field at 917 East Mifflin Street (already designated as a Madison Landmark, but not listed on the National Register)

J. I. Case Thresher Machine Co. at 701 East Washington Avenue

McGlashan Wholesale Bakery at 841-849 East Washington Avenue

Klueter Building Co. Fireproof Warehouse at 905 East Washington Avenue

Gisholt Machine Co., Offices and Factory at 1251 and 1301 East Washington Avenue

Fuller and Johnson Manufacturing Co. Offices at 1356 East Washington Avenue

Downtown North

I. Mansion Hill Recommendations

Because Mansion Hill has been the scene of intensive preservation activity for the past two decades, the Task Force did not identify any outstanding problems in Mansion Hill that need correction or study at this time.

Implementation Plan

Projects proposed for 1998

Designate the First Settlement Neighborhood a Neighborhood Conservation Area (first step: property owners and neighborhood residents begin process to identify essential neighborhood character and ways to protect it) – Capitol Neighborhoods Association, Department of Planning and Development (DPD)

Designate Northeast Square a commercial preservation review area – Landmarks Commission, Urban Design Commission, Plan Commission, Common Council

Designate West Square area as a commercial preservation review area – Landmarks Commission, Urban Design Commission, Plan Commission, Common Council

Incorporate sensitivity to historic preservation issues in on-going cross-training efforts – DPD

Establish in-house procedure for preservation planner to review Urban Design projects that are approved by staff for commercial preservation areas – DPD

Projects proposed for 1999

Designate the residential section of the Bassett Neighborhood as a neighborhood conservation area (first step: property owners and neighborhood residents begin process to identify essential neighborhood character and ways to protect it) – Capitol Neighborhoods Association, DPD

Designate the Old Market Place Neighborhood a Neighborhood Conservation Area (first step: property owners and neighborhood residents begin process to identify essential neighborhood character and ways to protect it) – Old Market Place Neighborhood Association, DPD

Consider landmarking identified individual properties in the downtown (first step: prioritize designations) – Landmarks Commission

Consider adding the University Avenue/West Gilman Street area to Urban Design District #6 – Urban Design Commission, Plan Commission, Common Council

Amend the ordinance that contains the check-list of criteria used by Plan Commission and Urban Design Commission to include historic preservation – DPD, Plan Commission, Urban Design Commission, Common Council

Reexamine Simeon Mills National Register historic district to consider adding more properties – DPD

Develop ways to encourage interblock linkages – DPD, Plan Commission

Projects Proposed for 2000

Consider updating the criteria for review of Urban Design projects for State Street to include historic character – Urban Design Commission

Reconsider criteria for the review of alterations and new construction in the Third Lake Ridge historic district (first step: neighborhood property owners and residents set up committee to develop criteria for the review of alterations and new construction) – Marquette Neighborhood Assn., Landmarks Commission and Common Council

Designate West Main Street area as an historic district (first step: neighborhood property owners and residents set up committee to develop criteria for the review of alterations and new construction) – Capitol Neighborhoods Association, DPD, Landmarks Commission and Common Council

Designate Upper King Street as an historic district (first step: neighborhood property owners and residents set up committee to develop criteria for the review of alterations and new construction) – Capitol Neighborhoods Association, DPD, Landmarks Commission and Common Council

Designate the West Rail Depot area as an historic district (first step: neighborhood property owners and residents set up committee to develop criteria for the review of alterations and new construction) – Capitol Neighborhoods Association, Landmarks Commission and Common Council

Develop ways to encourage sharing of new parking facilities by downtown businesses – DPD

Appendix I: Resources for Historic Preservation

The Madison Landmarks Commission

The catalyst for the modern historic preservation movement in Madison was the demolition in 1970 of the Abel Dunning House, a mid-nineteenth century sandstone Greek Revival farmhouse. A large corporation made an offer on the property, contingent upon the demolition of the house. When a group of citizens expressed concern for the fate of the house, the realtor offered to sell the house to them if they could meet the corporate buyer's price. Despite a valiant effort, the group raised only a fraction of the purchase price, and the house was torn down. A few months later, it was replaced by a Burger King.

The loss of this beautiful and historic building garnered much publicity when New York Times architecture critic Ada Louise Huxtable wrote about it in an article called, "Good-bye History, Hello Hamburger." The City decided to consider ways to protect such historic buildings. The result was the adoption of the Landmarks Ordinance in 1971. This ordinance, since refined, created the Madison Landmarks Commission. The Landmarks Commission was authorized to designate Madison Landmarks, approve exterior alterations of Landmarks and delay demolition of an historic building for up to one year. The ordinance also enabled the Common Council to designate historic districts, which would then be subject to the same reviews as Landmarks. In 1980, the Common Council strengthened the ordinance by giving the Landmarks Commission the power to deny demolitions.

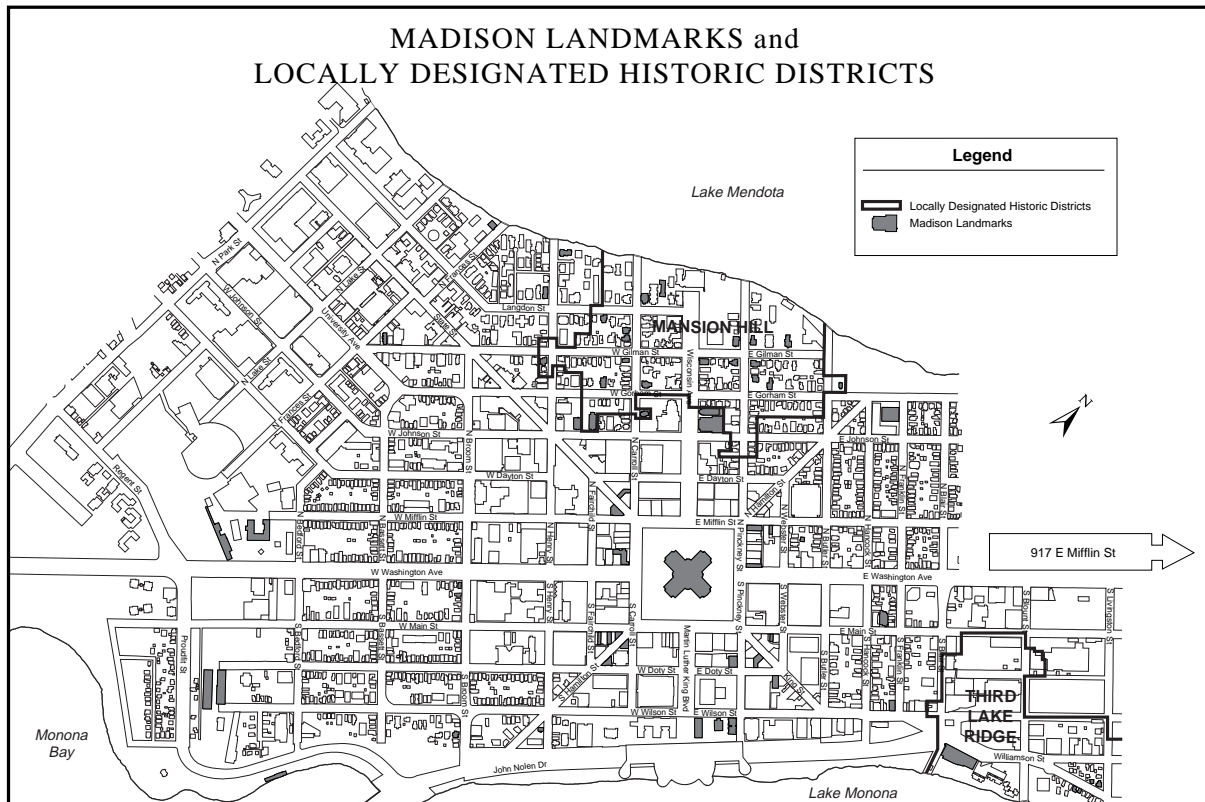
As of October, 1996 the Landmarks Commission has designated 136 Landmarks, 66 of them in the area under study for the Downtown Historic Preservation Plan. The Landmarks Commission also has designated four local historic districts, two of them (Mansion Hill and the Third Lake Ridge) completely or partially in the downtown study area (See Map 7 on next page). According to Chapter 33.01 of the Madison Ordinances:

a landmark or landmark site designation may be placed on any site, natural or improved, including any building, improvement or structure located thereon, or any area of particular historic, architectural or cultural significance to the City of Madison, such as historic structures or sites which:

1. Exemplify or reflect the broad cultural, political, economic or social history of the nation, state or community;
2. Are identified with historic personages or with important events in national, state or local history;
3. Embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period, style, method of construction, or of indigenous materials or craftsmanship; or

- Are representative of the notable work of a master builder, designer or architect whose individual genius influenced his age.

Map 6



In its first few years, the Landmarks Commission was very active beyond fulfilling its duties as outlined in the ordinance. In 1973, the Landmarks Commission undertook the first architectural survey of Madison, identifying and photographing approximately 1,800 structures. The Landmarks Commission also encouraged the founding of Historic Madison, Incorporated in 1973. Historic Madison supports preservation through public education programs and lobbying efforts. Historic Madison supports Madison-area historical research through a journal, newsletter, oral history program, walking tours and special events, such as the annual Alternate Parade of Homes, showcasing renovated older houses.

The Landmarks Commission hired a full-time staff person in 1974. In 1976, the Commission reviewed *A City in the Four Lakes Country: A Preservation Handbook for Madison, Wisconsin*. This handbook was prepared by the Commission staff and published by the National Endowment for the Arts. The handbook included priorities for landmarking and a list of recommendations for future actions. Five districts and 67 individual sites were identified for landmarking. Two of the five districts (University Heights and Third Lake Ridge) have been designated, as have 19 of the individual sites. It should be noted that many of the other individual sites given priority in the handbook have been designated as part of the University Heights, Third Lake Ridge or Mansion Hill districts.

The handbook included the following recommendations:

- ◆ encourage preservationists to address economic concerns and help identify economic incentives for preservation, rather than appealing on the basis of architectural excellence or historic significance alone;
- ◆ prepare and deliver several slide presentations targeted for general and specific audiences;
- ◆ encourage the Madison Trust for Historic Preservation (see description below) to secure facade easements, which protect the exteriors of historic structures;
- ◆ sponsor a series of how-to seminars on historically-sensitive rehabilitation, perhaps as a joint venture with the Madison Trust and Historic Madison;
- ◆ compile information about preservative rehabilitation techniques and make it readily available to the public, perhaps illustrated with a demonstration project; and
- ◆ promote adaptive use, perhaps through tax incremental financing districts, where tax increments collected for private improvements fund public improvements in the district, or through property tax relief.

Effects of Listing as a Madison Landmark

The major effect of having a property listed as a Madison Landmark or included in a locally designated Historic District is that a property owner must submit plans for exterior alterations, new construction and demolitions to the Landmarks Commission. The Landmarks Commission meets twice a month to review plans and has the authority by ordinance to either approve the work, delay the work pending further discussions with the owner, or deny the project. Any decision by the Landmarks Commission regarding building or demolition permits can be appealed to the Common Council, which may overturn the Landmarks Commission on a two-thirds vote, provided certain hardship criteria are met.

Many people are under the impression that once a property is designated a Landmark, it can never be altered or demolished. This is not true – the Landmarks Commission reviews and approves many applications for exterior alterations, including large additions, provided they are in keeping with the historic character of the property and/or district. The Landmarks Commission has also permitted buildings in historic districts to be demolished, usually due to the high costs associated with rehabilitation or repair.

Buildings that contribute to the historic character of a locally designated historic district or that are Madison Landmarks are eligible to take advantage of the state Historic Building Code. The Historic Building Code provides for certain variances to the normal building codes, which are generally written for new construction and don't always deal well with the older building components of historic structures.

The city assessor has stated that historic designation does not affect the value of a commercial property as computed for assessment purposes.

Designation Process for Landmarks and Historic Districts

In order for a site to be designated as a Landmark, someone must prepare a landmark nomination describing the building and its historic and/or architectural significance. The nomination form is then reviewed by the Landmarks Commission. If the Landmarks Commission determines that the form has been properly filled out, it proceeds to hold a public hearing. There is a thirty-day period during which various City agencies, the Alderperson, the property owner and all owners within 200 feet of the property are notified of the nomination. After a public hearing is held, the Landmarks Commission officially decides whether or not to designate the building as a Madison Landmark (note: as of December, 1997, the Common Council designates landmarks, upon recommendation of the Landmarks Commission). Once a building is designated as a Madison Landmark, the City, as funds permit, installs a plaque on or near the building explaining its historic significance.

The process to designate an area as an historic district is more complicated. City staff meets with a representative group of property owners within the proposed district to develop the criteria that the Landmarks Commission will use for the review of alterations and new construction in the area. Each historic district has its own set of criteria developed by property owners and residents of the area to be designated. After the neighborhood agrees in general with the criteria, the Landmarks Commission reviews them and then the City Attorney writes them in ordinance form. The Commission then holds a public hearing regarding the proposed designation. The Plan Commission also reviews the proposal. It is then sent on to the Common Council, which also holds a public hearing and then decides whether or not to adopt the ordinance creating the new historic district.

Historic Preservation Activities of the City of Madison

Apart from the work of the Landmarks Commission, the City of Madison has carried out a variety of preservation activities. The City has funded a full-time staff Historic Preservation Planner since 1976. The City has been awarded a series of grants annually to conduct an intensive survey of Madison's historic resources. The survey was begun in 1982, and completed in 1995. Over 5,000 sites have been documented. The City has also dedicated funds and staff time to bricks-and-mortar efforts to preserve buildings. These activities include:

- ◆ coordinating the moving and funding the rehabilitation of the Gates of Heaven Synagogue, now in James Madison Park (1971-1979);
- ◆ purchasing the Capitol Theater and adjacent Montgomery Ward and Yost's Department Store buildings and adapting them for use as a Civic Center (1978-1995);
- ◆ selling City-owned historic properties to citizens who would develop the properties in a manner sympathetic with their historic character, such as the City Market and Fire Station #4;
- ◆ renovating the Brittingham Boat House (1979), and
- ◆ restoring the Hoover Boathouse (1995).

The Role of Citizens

Local citizens have been the driving force in the historic preservation movement in Madison since the beginning. Citizens tried to save the Abel Dunning House in 1970, an effort which failed but which brought about the adoption of the Madison Landmarks Ordinance. When another historic structure, the Gates of Heaven Synagogue (1863), faced demolition later the same year, citizens mobilized again. This time, the effort was successful. Some \$30,000 was raised. The City obtained a matching federal historic preservation grant, and the synagogue was moved to James Madison Park in 1971.

In 1974, under the leadership of Doris Weidemann, the Madison Trust for Historic Preservation was founded. At first, the purpose of the Trust was to protect historic buildings threatened with demolition by either finding a preservation-minded buyer or by buying and reselling properties through the Trust's revolving fund. Initially, the Trust was successful in this effort, but was unable to sustain the revolving fund. The Trust subsequently developed into a preservation advocacy group, although it is still authorized to hold property and facade easements. One of the Trust's most visible efforts is the annual presentation of preservation awards; the group also sponsors Madison Landmark nominations each year.

The Urban Design Commission

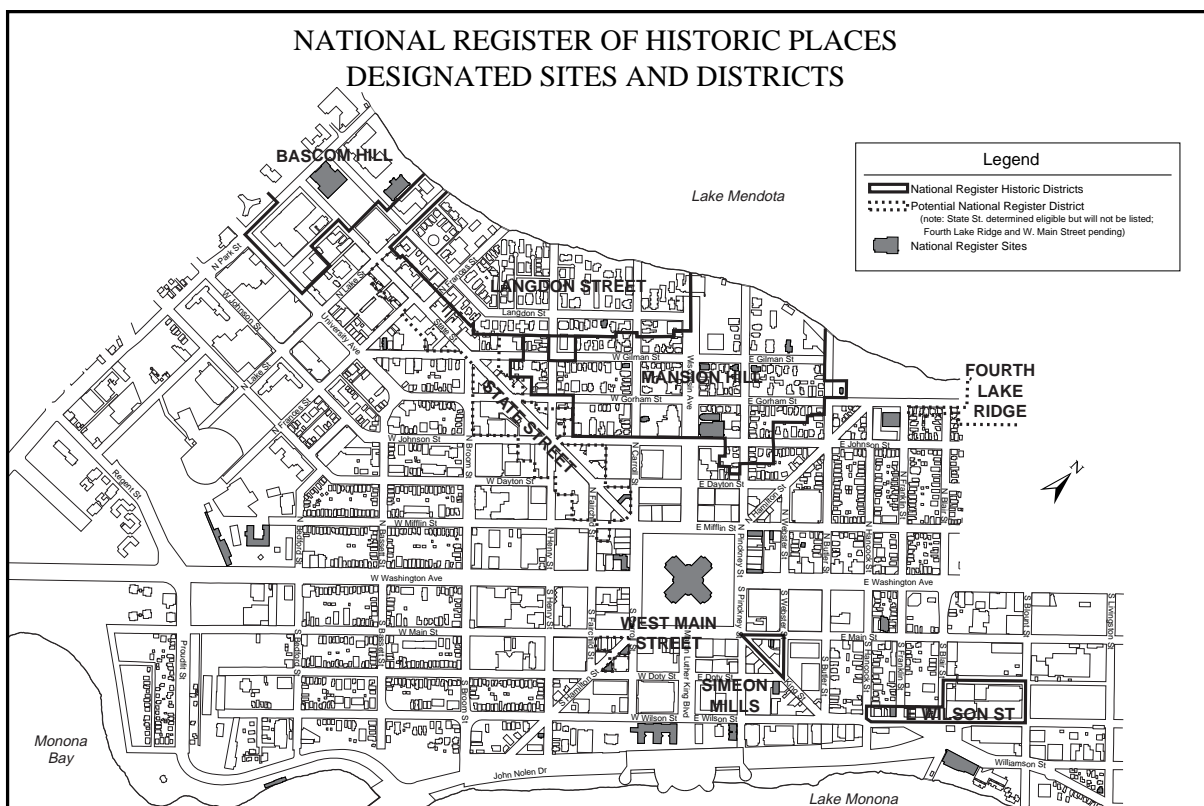
The Urban Design Commission (UDC) was established in 1974. It is a citizens board, advisory to the Plan Commission, whose purpose is to assure the highest quality of design for both public and private projects within the city, in order to protect property values and foster civic pride. The UDC reviews the following types of projects: new construction in all four Urban Design Districts; public buildings and public spaces; variances to the Street Graphics Ordinance; new construction, addition to or remodeling of a retail use, hotel or motel exceeding 50,000 square feet; new construction or major exterior remodeling in the C-4 district; and any Planned Unit Development (PUD), Planned Community Development (PCD) and Planned Residential Development (PRD).

As stated above, the UDC reviews new construction and major exterior remodeling projects in the C-4 district. The C-4 district encompasses a strip one block wide on either side of State Street, from the Capitol Square to Lake Street; the Capitol Square itself, and one block in each direction; and the area southeast of the Square between South Carroll and King Streets to the railroad right-of-way just north of John Nolen Drive. To help developers, property owners and designers through the design review process, the UDC produced *Guidelines for Downtown Madison*, which discusses general design considerations for the downtown, and then addresses specifics for new construction, restoration, rehabilitation and remodeling. In addition to UDC review of the C-4 district, part of Urban Design District 4 is in the downtown study area. This district, known as the Airport-Downtown Corridor, runs along both sides of East Washington Avenue to First Street, then northwest on First Street to East Johnson Street and out to the airport.

The National Register of Historic Places and Tax Credits for Historic Rehabilitation

Some individual business- and home-owners in the downtown study area have listed their properties on the National Register of Historic Places, and many more have rehabilitated or restored their properties out of their own pockets, especially in the First Settlement and Old Market neighborhoods. There are currently 33 sites in the downtown study area that have been individually listed on the National Register of Historic Places, as well as three National Register-listed historic districts (the Langdon Street historic district, the East Wilson St. historic district and the Simeon Mills historic district – See Map 7). One site is listed as a National Historic Landmark – the University Armory and Gymnasium (the Old Red Gym).

Map 7



The major effect of being listed on the National Register is that owners can take advantage of tax credits for rehabilitation. A number of developers and property owners in Madison have participated in the federal Investment Tax Credit program, which gives property owners credits against their income tax for the preservation-minded rehabilitation of their income-producing historic buildings. This program has helped finance 40 projects in Madison, three-fourths of which have occurred in the downtown study area. These downtown projects represent a total investment of about \$13.7 million between 1981 and 1997 and have significantly enhanced the vitality and beauty of the downtown.

In recent years the tax benefit has been in the form of a 20% federal income tax credit for rehabilitation projects that cost more than the value of the building, as computed for income tax purposes. Owners are also able to receive a 5% state tax credit for the same projects. The State Historical Society must certify that the work is compatible with the historic character of the building. For more information, contact Brian McCormick at the State Historical Society of Wisconsin, 264-6491.

Another tax relief program provides a 25% state tax credit for the rehabilitation of owner-occupied residences that either contribute to a National Register-listed historic district, or that are individually eligible for, or already listed on, the National Register. No owner-occupied residential properties in the downtown study area have yet been rehabilitated through this program, although other areas, such as University Heights, have benefitted greatly from it. In order to qualify, a property owner must spend over \$10,000 on eligible activities. These activities include exterior restorations, structural work, electrical, mechanical, plumbing, and heating and air conditioning projects. The work must be certified by the State Historical Society as being compatible with the historic character of the house. For more information, call James Sewell, at the State Historical Society of Wisconsin, 264-6490.

Other effects of listing on the National Register are that sometimes grants are available for restoration activities (the last time grants were available, however, was 1980). In addition, when a National Register property is proposed for demolition, the City must notify the State Historical Society and give it 30 days in which to document the structure, if they wish, prior to demolition. There are no restrictions on what a property owner can do with the building, provided they do not wish to use the tax credits.

City-Operated Programs that can be used to Rehabilitate Older Properties

The City operates two programs that can be used to rehabilitate older properties – the Madison Capital Revolving Fund and Tax Increment Financing. Both programs are administered by the City’s Community and Economic Development Unit.

Madison Capital Revolving Fund

The Madison Capital Revolving Fund (MCRF) provides below market loans to housing, commercial and blight elimination projects that are located within the target area. The target area encompasses all of the downtown study area, as well as much of the near west, south, east and north sides of Madison. The amount of the loan must fall between \$50,000 and \$250,000. Interest rates and payback terms are flexible. In 1994, the total MCRF budget was \$500,000. The MCRF has three objectives:

1. Encouraging the expansion of new and existing businesses that create jobs for unemployed and underemployed people.
2. Preserving and expanding the housing supply within the target area, including market rate housing and affordable housing for low- and moderate-income households.
3. Redeveloping blighted and underutilized properties for uses consistent with a strategy for neighborhood and downtown revitalization.

To qualify for an MCRF loan, a project must meet one or more of the above objectives, must be financially sound, and must comply with the state energy code, with local and state accessibility regulations and with equal opportunity and fair housing regulations.

In 1994, the MCRF budget was supplemented with \$400,000 in federal HOME funds. The HOME program was created under the National Affordable Housing Act of 1990. Its goals are to upgrade existing housing, and to create new affordable housing. Projects funded through HOME must meet the following eligibility requirements:

1. Ninety percent of the housing units must be occupied by persons whose income is less than 60 percent of the median income for Dane County, and
2. Twenty percent of the units must be made available to persons whose income does not exceed 50 percent of the median income for Dane County, and
3. Tenant income must be certified annually.

Recent projects that have been funded in part through the MCRF include renovating the building that houses the L'Etoile Restaurant at 25 North Pinckney Street, the YWCA at 101 East Mifflin Street, the American Exchange Bank on North Pinckney Street, and Monty's Blue Plate Diner at 2089 Atwood Avenue.

Tax Increment Financing

Tax Increment Financing (TIF) is a municipal tool whereby the City of Madison can improve its tax base while eliminating blighted areas, rehabilitating areas that are declining in value and promoting industrial development. The financing tool insures that all overlying taxing bodies share the cost of promoting development as well as sharing in the proceeds from new development. Each TIF district has its own Base Value. This value is the total equalized value of all the property in the district as determined by the State of Wisconsin. This Base Value remains constant throughout the life of a district. Each year the value is redetermined in the district to determine the current value. The difference between the Base and Current Values is called the Value Increment. It is from this Value Increment that the amount of tax increment revenue is collected for that particular year and subsequent years. The City of Madison has seven years from the date the district was created to incur project costs. The maximum life of a district is either sixteen years after the last project cost has been incurred or when sufficient tax increment has been collected to pay the Cities' investment in the district. The maximum life of a district is twenty three years.

The City of Madison has created 23 tax increment districts of which seven were created to promote housing efforts in the Central City, seven to promote industrial development on the periphery of the City and nine for mixed use housing, office and commercial development. More than half of the increased value in the districts has occurred in the downtown.

Developments receiving city assistance must meet the planning objectives for the districts and must meet one or more of the following planning objectives:

The development supports the central business district by increasing the number and diversity of central area residents by increasing and varying the housing stock; by providing short-term shopping, business and residential parking; by promoting and strengthening business opportunities; by concentrating major commercial-office development in the central business district; or by consolidating and redeveloping under utilized properties in and near the central area.

The development supports the revitalization of the Isthmus Area Neighborhood by stimulating rehabilitation of existing housing; by encouraging neighborhood balance between the residents' need for housing, employment, transportation, goods and services, schools, parks and other urban amenities; by increasing the supply of low and middle income housing, or promoting a variety of home ownership alternatives and housing choices within the neighborhood; or by not

disrupting neighborhoods with high income housing in low and moderate income neighborhoods.

The development supports economic development by increasing and varying the local job base; by supporting further development of industrial parks, thus attracting new industries and by providing suitable locations for expansion and relocation of existing industries; and by providing financial and technical assistance to new and existing small businesses, particularly cooperatives, worker -owned and other locally-owned businesses.

Tax Increment Financing has been used to construct and repair streets, install or upgrade water distribution systems, build storm water detention ponds, install street scape improvements such as lighting and seating, build parking facilities and assist private development through public/private “gap” financial assistance. Gap financing is participation by the City when all other sources of financial avenues have been explored and utilized.

Tax Increment Funds have assisted the AT&T Center, the Block 89 development, several historic rehabilitation projects such as the Hooley Opera House, the Cleveland Lunch, the Curtis Mansion, the former McManus Law Office building and condominium projects located on South Hancock Street and South Franklin Street. TIF has also been a valuable tool to promote industrial development on the far east side such as the W.T. Rogers development at Femrite Drive and Vondron Road. Over \$250,000,000 of value has been added to the base values in the TIF districts in Madison.

Appendix II: The Effect of Land Use Controls on Older Buildings

Two types of land use controls often affect older buildings: the Zoning Ordinances and the Building Code.

The Zoning Ordinances

The general purposes of zoning ordinances are to guard public health and safety, and to protect residential and commercial areas from incompatible and nuisance uses. While zoning regulations usually fulfill these purposes, they also have the effect of promoting the “highest and best use.” This concept, first expressed by regional economist Johann von Thunen, is that land use is economically determined in the marketplace by the ability of user groups to pay rent for the land. Ernest Burgess applied this idea to urban areas in the “Concentric Circle Theory,” finding that the core of a city is the most intensely used space and therefore, that land is the most valuable in the city. Zoning regulations generally are set up in accordance with this theory, prescribing the greatest levels of density in the central areas of cities, which is where the oldest buildings are located. The highest levels of density generally translate into the greatest economic profits, sometimes real, sometimes expected, for property owners. Zoning ordinances do this through height and setback restrictions, limits in lot area coverage and floor area ratios, and off-street parking requirements. Older buildings seldom meet the maximum density allowed on a parcel, and so zoning regulations give a property owner an incentive to expand or demolish existing buildings. Down zoning, which might protect historic buildings, usually is not politically feasible, and sometimes is not legally defensible.

In the downtown study area, most of the land is zoned for high density commercial and residential uses. Zoning categories represented range from C-1 through C-4 (commercial), and include the most intense residential classes (R-4 through R-6). In addition, there are several parcels zoned for Planned Unit Developments (PUDs), which allow even greater density than is permitted outright in the most intensely-developed zoning categories. It should be noted that properties in the downtown study area are exempt from off-street parking requirements, which helps protect buildings from demolition for parking lots.

In the C-2 through C-4 districts, a wide range of commercial and office uses are permitted. There is no limitation on the size of establishments in these districts, except that in the least dense (C-2) district, any retail use or any hotel or motel exceeding 50,000 square feet must be approved as a conditional use. Any major alteration to this type of use, as well as any new construction of this type/size, must be approved by the Urban Design Commission (described below) in the C-4 commercial districts. The general density restrictions in the C-2 and C-3 districts are a floor area ratio not to exceed 4.0 (or 5.0 on a parcel adjacent to the C-4 district), and rear yard setbacks of at least ten feet for one-story buildings, and 30 feet for buildings greater than one-story. Side- and front-yard setbacks are required only

when the parcel is adjacent to a residential zone, or abuts an alley. For buildings that incorporate residential units, usable open space of not less than 160 feet for each bedroom in each dwelling unit is required. There appear to be no height limitations beyond those prescribed by the floor area ratio in either the C-2 or C-3 district.

In the C-4 district, which runs along and adjacent to State Street and the Capitol Square, there are a variety of height restrictions. Those properties fronting on State Street must be between two and four stories in height, and those fronting on, or adjacent to, the Capitol Square must be between three and ten stories. Buildings erected on the remaining parcels in the C-4 district may not exceed eight stories. In addition, a rear yard of ten feet is specified, although it may be waived by the Zoning Board of Appeals. For buildings with dwelling units, there must be 100 feet of usable open space per dwelling unit. For those buildings with dwelling, lodging or sleeping units that have windows facing interior lot lines, usable open space required increases to 160 feet per unit. Finally, the Urban Design Commission reviews all new construction and major exterior remodeling that takes place in the C-4 district.

The residential districts generally are more restrictive than the commercial districts. In the R-4 district, there must be no less than 2,000 square feet of lot area per dwelling unit, a figure which increases 500 square feet per bedroom for units with more than two bedrooms. This requirement is increased for lots with less than 6,000 square feet of area, or lots that are less than 50 feet wide. This could have a negative impact on older neighborhoods, where lots tend to be small, but may be waived by the Zoning Board of Appeals with the support of the City Traffic Engineer and the Director of Planning and Development. In the R-4 district, buildings generally are limited to 2-1/2 stories or 35 feet in height, with a front setback of 25 feet, rear yard of 35 feet, and side yards totaling 12 feet for one-story buildings and 15 feet for two-story buildings. An exception to the height limitation which benefits older buildings is that attic space in buildings erected before 1975 may be altered. Another provision which benefits historic buildings is that some non-residential uses are allowed in designated landmarks as conditional uses if approved by the Landmarks and Plan Commissions.

In the R-5 district, there must be 700 square feet of lot area for each efficiency unit, and 1,000 square feet of lot area for each one-bedroom unit, with an additional 300 square feet required for each additional bedroom per unit. No building or structure may exceed three stories or 40 feet in height. The front setback must be at least 20 feet, the side yard is the same as in R-4 except for three-story buildings, which must have side yards totaling 20 feet in width. The rear yard must be 30 feet deep. As a protection for Landmarks, anyone wishing to develop a parcel adjacent to a Landmark, Landmark site or historic district designated by the Landmarks Commission, and located in an R-5 or R-6 district, whether the intended use is permitted or conditional, must obtain a conditional use permit from the Plan Commission.

In the R-6 district, buildings up to four stories are allowed, but the floor area ratio must be less than 2.0 and lot area coverage may not exceed 40 percent. By conditional use, buildings over four stories are permitted. Buildings up to four stories must have a ten-foot front setback, side yards totalling five feet, and a rear yard either 40 feet deep, or 45 percent of the building height, whichever is greater. In addition, there must be at least 70 square feet of usable open space per each lodging room, efficiency or bedroom in each building.

To summarize, the following zoning regulations make it more difficult to rehabilitate older buildings: the high level of density permitted in most districts in the downtown study area encourages demolition of older properties; the usable open space and lot area requirements prevent the residential reuse of some properties, such as those with large footprints or that are set on small lots. The following regulations encourage rehabilitation and adaptive use of historic buildings: permitting limited retail use in Landmarks located in residential districts, with Landmarks Commission approval; and permitting the alteration of attic spaces in pre-1975 houses, located in residential districts, that exceed the height limitations. In addition, UDC review of new construction and major exterior remodeling in the C-4 and Urban Design districts can encourage designs that are compatible with historic and potentially historic properties; and the exemption of the downtown from off-street parking requirements offers some protection to older properties from demolition for parking lots.

The Building Code

Building code regulations promote public safety, and come into play when a property has deteriorated such that the City has issued a repair or maintenance order. Occasionally, building code regulations have a negative impact on the appearance of an historic building. Provisions regarding guard-rails (or balustrades), hand-rails and exits most often come into conflict with the preservation goal of saving the historic fabric of a building. For example, on one- and two-family dwellings, guard-rails must be 36 inches high. On dwellings for three or more families, the guard-rails must be 48 inches high. If the height required is taller than the existing balustrade, a new one must be installed. Reproducing the historical balustrade can be prohibitively expensive. Hand-rail regulations may require the installation of one where there was none previously. For example, in the case of a broad stair, an extra hand-rail up the middle may be required. For stairs that rise between low walls, a hand-rail on top of each wall may be required. Exiting provisions may require the cutting of a second exit in multi-family dwellings, and of one or more additional exits in commercial buildings. If a window is used as an additional exit, the opening may be altered in size or shape. Another requirement which can affect windows is the fire wall provision, which mandates that where the wall of a building is set on the lot-line, the windows in that wall must either have wire glass, or be blocked up.

Accessibility regulations can also affect historic buildings. Wisconsin has its own code for ensuring accessibility for persons with disabilities, with provisions similar

to those in the Americans With Disabilities Act (ADA). Wisconsin's code has been in place for at least ten years. When a property owner plans to remodel a building such that at least 50 percent of the physical structure is involved, the owner must comply with state accessibility requirements, regardless of historic status. On the exterior, a ramp or a lift to allow wheelchairs to enter a door not at grade, and the widening of doors to accommodate wheelchairs, are typical. There are no specific regulations regarding the location of the ramp or lift, but it should be as close as possible to parking. If parking stalls are provided, a certain percentage must be sized and reserved for the disabled. On the interior, accessibility regulations can require the installation of special bathroom facilities, and for buildings with more than 20,000 square feet of total floor area, the addition of an elevator. On January 1, 1995, it is expected that regulations governing commercial properties will be revised to match the ADA's provisions, which are more restrictive than those of the State.

Appendix III: Preservation Recommendations from Current Planning Efforts

As part of its work the Task Force reviewed the four major plans for areas in or adjacent to the downtown that have been completed recently. The first of these was *Downtown 2000*, completed in 1989. The *Marquette-Schenk-Atwood Neighborhood Plan* was completed in April 1994. The *Tenney-Lapham/Old Market Place Neighborhood Plan* was finished in June 1995. The *First Settlement Neighborhood Plan* was completed in July 1995. All of these plans show a keen awareness of preservation issues, and include some historic preservation strategies to meet their goals. It should also be noted that planning is currently going on in the Bassett neighborhood.

Downtown 2000

The *Downtown 2000* study area was bounded on the east by Blount Street, and on the west by Park and Proudfit Streets. The Downtown Historic Preservation Task Force studied all of this area. The *Downtown 2000* plan contains four goals. For three of these goals, historic preservation strategies are suggested. The first of these goals is: “to improve the image of downtown Madison as a unique place to live, work, shop, dine and enjoy entertainment.”

One of the strategies the plan recommends to achieve this goal is

- ◆ to protect and preserve the architectural and historic qualities that make the central area a special place by encouraging the City to institute a loan or grant program for exterior renovations of older commercial buildings.

Downtown 2000 also recommends that

- ◆ State Street and the 100-block of West Main Street be listed on the National Register as historic districts. These strategies might also help achieve another of the goals of *Downtown 2000*: “to establish downtown Madison as a state and regional tourist and convention center.”

The third goal is “to provide a variety of housing choices to attract a diverse resident population back to the central area.” The preservation-related strategies for achieving this goal, as spelled out in the plan, are

- ◆ to rehabilitate buildings of historic interest (while selectively clearing non-historic or architecturally insignificant housing);
- ◆ by setting up a grant or loan fund to provide financial incentives for exterior renovation of older residential buildings;
- ◆ by using tax incremental financing and redevelopment districts; and

- ◆ by encouraging local district designation to protect historic resources and promote compatible new development.

Marquette-Schenk-Atwood Neighborhood Plan

The *Marquette-Schenk-Atwood (M-S-A) Neighborhood Plan* covers the area bounded on the north by East Washington Avenue, on the south by Lake Monona, on the east by Division Street, and on the west by South Blair Street. The Downtown Historic Preservation Task Force only looked at part of the M-S-A study area: the mixed use area between South Blair and South Livingston Streets, and the East Washington Avenue corridor. The M-S-A plan identified 11 major issues, and came up with recommendations for land use and economic development, housing, community services and facilities, community safety, parks and open space, and youth. Preservation strategies for the areas that the Downtown Historic Preservation Task Force also studied are found in the land use and economic development recommendations. The M-S-A plan recommends that

- ◆ the criteria for exterior alterations and new construction in the Third Lake Ridge Historic District be reviewed, and updated if needed; and
- ◆ that new and rehabilitated buildings on Williamson Street between Blair and Brearly Streets reflect the character, aesthetics and scale of the surrounding historic buildings. Machinery Row is singled out for adaptive use into neighborhood retail and commercial space.

The plan also recommends increasing business development and job opportunities along and just south of East Washington Avenue, and recommends preparing a comprehensive land use plan for that area.

Tenney-Lapham-Old Market Place Neighborhood Plan

The study area for *Tenney-Lapham/Old Market Place (T-L-O-M-P) Neighborhood Plan* was bounded by East Washington Avenue on the south, Fordem Avenue on the east, Lake Mendota on the north and North Blair Street on the west. The Downtown Historic Preservation Task Force studied only the western end of this area. The T-L-O-M-P plan identified 12 major issues, the first of which was to “preserve the central city architectural history.” The plan makes recommendations for community services, the East Johnson business district, housing, parks and open space, redevelopment, public infrastructure and transportation. Historic preservation-related recommendations in the T-L-O-M-P plan include:

- ◆ preserving and upgrading historic residential and commercial structures as valuable community assets;
- ◆ identifying areas in which a significant number of historic structures exist, establish those areas as local historic districts and encourage the preservation of structures in those districts;

- ◆ nominate eligible properties in the neighborhood to the National Register of Historic Places;
- ◆ support National Register nominations for properties in the neighborhood that are currently in process;
- ◆ nominate eligible properties as Madison Landmarks; and
- ◆ develop and distribute a printed walking tour guide of the neighborhood's historic resources.

First Settlement Neighborhood Plan

The *First Settlement Neighborhood Plan* study area was bounded by East Washington Avenue on the north, Lake Monona on the south, South Blount Street on the east, and South Pinckney Street on the west. The Downtown Historic Preservation Task Force also studied this entire area. The First Settlement plan cites eleven goals, one of which is: "preserving the historic character of the First Settlement neighborhood as the oldest commercial and residential district in Madison." Preservation-related recommendations include:

- ◆ having the City of Madison establish a building improvement program focused on commercial and residential rehabilitation, historic preservation, storefront and facade improvements, and landscape improvements;
- ◆ encouraging historic preservation-sensitive facade and storefront improvements for the buildings along the north side of East Wilson Street in the East Wilson Street National Register Historic District, in such a way as to establish a stronger pedestrian character for East Wilson Street;
- ◆ establishing design guidelines for building rehabilitation and facade improvements in the East Wilson Street Historic District;
- ◆ providing street scape improvements with appropriate historic character (such as street lights) in the Main/King Streets commercial district;
- ◆ interpretive signage in the Franklin/Hancock Streets residential area to educate residents and visitors about the neighborhood's historic significance;
- ◆ architectural design controls for the East Wilson Street Historic District to ensure compatibility with the district's historic character;
- ◆ adherence to the *Residential Architectural Design Guidelines for the Capitol and Old Market Place Neighborhoods*, produced by Howard, Needles, Tammen and Bergendorf in 1985, in the Franklin/Hancock Streets area;
- ◆ designation of that area as a Madison Landmark District;

- ◆ the adaptive use of the Reynolds and Ela buildings in a redevelopment project involving the 700-even block of Williamson Street, the design to complement the historic character of the Third Lake Ridge Historic District; and
- ◆ the adaptive use of Machinery Row as a specialty retail, office and residential mixed-use project.

One site-specific recommendation conflicts with the recommendations of the Downtown Historic Preservation Task Force:

- ◆ The *First Settlement Neighborhood Plan* recommends redevelopment of the buildings from 211 through 223 King Street, and on East Wilson Street from just west of King Street east to South Hancock Streets. The Downtown Historic Preservation Task Force proposes designating the buildings at 219 King Street and 313-317 East Wilson Street as Madison Landmarks.

Bassett Neighborhood Master Plan

The *Bassett Neighborhood Master Plan* was adopted in January of 1997, after the task force had completed most of its work. However, during the planning processes, both groups communicated regularly with each other, so that the plans would be coordinated. The *Bassett Neighborhood Master Plan* covers the area bounded by Lake Monona on the south, South Pinckney Street on the east, the north side of Washington Avenue on the north and the west side of Proudfit Street on the west. Preservation is a major component of the Bassett plan, not only of the historic buildings, but also of the historic and urban character of the area.

Preservation-related recommendations of the *Bassett Neighborhood Master Plan* include:

- ◆ Preservation of the downtown historic character in the Capitol Square area.
- ◆ Detailed design guidelines for infill construction.
- ◆ Support the goals of the Downtown Historic Preservation Plan.
- ◆ Encourage adaptive reuse of the historic warehouse structures.
- ◆ Preserve and enhance West Washington Avenue, including the area between City Station and Bedford Street.
- ◆ Preserve the historic character of West Main Street between Proudfit and South Bedford Street.
- ◆ Adaptive reuse of the historic Tobacco Warehouses.
- ◆ Preserve and enhance St. Raphael's Cathedral as an important historic landmark and focal point.
- ◆ Preserve South Pinckney Street historic character on Block 89.
- ◆ Rehabilitate Brittingham Boathouse.

Appendix IV: List of Buildings Reviewed by the Task Force Considered Ineligible for Landmark Status

The Task Force reviewed the following buildings, all of which are located outside of proposed Commercial Preservation Review Areas and Historic Districts, but found them unlikely to be individually eligible for Madison Landmark status.

Newman House at 212 North Broom Street
Behrend House at 318 North Broom Street
Alford House at 16 North Butler Street
Albee House at 21 North Butler Street
Olson House and Apartment at 27 North Butler Street
Kindschi House and Flat at 126 North Butler Street
Teckmeyer House and Flat at 141 North Butler Street
Heilmann House at 127 South Butler Street
141 South Butler Street
Williams House at 403 West Doty Street
Hessman House at 426 West Doty Street
Strehlow House at 15 North Franklin Street
Comeford House at 17-19 North Franklin Street
Reiche House at 101 North Franklin Street
Baker House at 111 North Franklin Street
Hess House at 19 South Franklin Street
111 North Hamilton Street
Goldenberger House at 127-29 North Hamilton Street
Paine House at 203 North Hamilton Street
Jack House at 210 North Hamilton Street
Rinder Grocery at 301 North Hamilton Street
Bethel Norwegian Lutheran Church at 302 North Hamilton Street
Steinle House at 321 North Hamilton Street
Bjornson House at 216 South Hamilton Street
Our Savior Norwegian Lutheran Church at 1 South Hancock Street
115 South Hancock Street
Angeline Hopkins House at 420 North Lake Street
522 East Main Street
524 East Main Street
Cohn Shoe Store at 7 West Main Street
Gamm Jewelry Company Store at 9 West Main Street
Coppennall Building at 11 West Main Street
Slightam House at 418 West Main Street
Statz House at 223 East Mifflin Street
McCann Apartments at 310 East Mifflin Street
Weaver Building at 516 East Mifflin Street
O'Keefe Store at 401 West Mifflin Street
Metz House at 427 West Mifflin Street
704 University Avenue

Rosen-Kleinheinz Building at 720 University Avenue
Kleinheinz Building at 732 University Avenue
Capital City Tire at 202-06 East Washington Avenue
Capital Times Newspaper Plant at 302 East Washington Avenue
409 East Washington Avenue
J. I. Case Thresher Machine Company at 701 East Washington Avenue
Madison Fireproof Warehouse Company at 825 East Washington Avenue
Savidusky's Incorporated at 829 East Washington Avenue
Keeley Wholesale Confectionery at 949 East Washington Avenue
City Realty/National Biscuit Company Distribution Depot at 1001 East
Washington Avenue
Burgess Laboratories at 1019 East Washington Avenue
Northwest Ordinance Company at 1225 East Washington Avenue
Albrecht Dairy Equipment Manufacturing Building at 1444 East Washington
Avenue
Sayle House at 149 West Wilson Street
O'Brien House at 322 West Wilson Street
Elisha Burdick House at 415 West Wilson Street

The Historic Resources of Downtown Madison

To accompany the
Downtown Historic Preservation Plan

February, 1998

Prepared by
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Introduction

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

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

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

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

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

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

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

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

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

Capitol Square

Northeast Square

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

1 N. Pinckney St.



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

7 - 9 N. Pinckney St.



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

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

19 N. Pinckney St.



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

21 - 23 N. Pinckney St.



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

27 N. Pinckney St.



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

101 E. Mifflin St.



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

117 - 119 E. Mifflin St.



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

121 - 123 E. Mifflin St.



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

101 N. Hamilton St.



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

102 N. Hamilton St.



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

West Square

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

2 N. Carroll St.



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

16 N. Carroll St.



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

18 N. Carroll St.



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

24 N. Carroll St.



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

2 S. Carroll St.



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

6 S. Carroll St.



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

14 S. Carroll St.



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

120 W. Washington Ave.



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

123 W. Washington Ave.



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

West Main Street Area

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

105 W. Main St.



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

113-115 W. Main St.



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

117 - 119 W. Main St.



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

121 W. Main St.



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

123 W. Main St.



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

101-111 S. Hamilton St.



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

121 - 129 S. Hamilton St.



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

King Street Area

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

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

The Simeon Mills historic district

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

102 King St.



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

106 - 116 King St.



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

117 E. Main St.



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

119 E. Main St.



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

121 - 123 E. Main St.



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

Other buildings of interest outside of the Simeon Mills historic district

110 E. Main St.



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

107 - 113 King St.



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

115 King St.



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

119-125 King St.



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

123 E. Doty St.



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

203 - 207 King St.



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

211 King St.



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

Individual historic sites in the Capitol Square area

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

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

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

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

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

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

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

113-115 N. Hamilton St.



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

12 W. Mifflin St.



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

1 W. Main St.



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

119 Martin Luther King, Jr. Blvd.



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

215 Martin Luther King, Jr. Blvd.



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

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

219 - 221 King St.



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

313 - 317 E. Wilson St.



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

Downtown West

University Avenue/West Gilman Street

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

525 University Ave.



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

602 University Ave.



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

604 - 606 University Ave.



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

610 University Ave.



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

626 University Ave.



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

405 N. Frances St.



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

425 N. Frances St.



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

433 W. Gilman St.



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

445 W. Gilman St.



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

State Street

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

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

West Rail Depot Area

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

540 W. Washington Ave.



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

544 W. Washington Ave.



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

1 N. Bedford St.



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

614 W. Washington Ave.



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

625 W. Washington Ave.



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

640 W. Washington Ave.



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

619 W. Mifflin St.



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

603 W. Main St.



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

624 W. Main St.



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

627 W. Main St.



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

651 W. Doty St.



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

Bassett Neighborhood

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

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

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

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

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

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

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

Brittingham Park. Brittingham Boathouse (NRHP, ML).

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

448 W. Washington Ave.



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

32 N. Bassett St.



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

216 W. Main St.



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

153 W. Wilson St.



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

405 W. Washington Ave.



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

120 S. Broom St.



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

437 - 439 W. Doty St.



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

351 W. Wilson St.



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

409 W. Wilson St.



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

437 W. Wilson St.



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

445 - 447 W. Wilson St.



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

302 S. Bassett St.



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

312 - 320 S. Bassett St.



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

Individual buildings of potential historic significance in the Downtown West area

545 W. Dayton St.



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

802 Regent St.



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

731 State St.



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

Downtown East

East Wilson Street Historic District

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

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

424 E. Wilson St. Cardinal Hotel.

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

402 E. Wilson St.



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

408 E. Wilson St.



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

502 E. Wilson St.



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

508 E. Wilson St.



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

520 - 524 E. Wilson St.



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

133 S. Blair St.



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

Machinery Row/Williamson Street

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

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

754 Jenifer St. The Ott house.

601-627 Williamson St. Machinery Row.

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

602 Railroad St.



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

624 E. Main St.



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

100 S. Blount St.



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

301 S. Blount St.



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

714 - 722 Williamson St.



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

740 - 744 Williamson St.



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

751 - 753 Williamson St.



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

731 Jenifer St.



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

739 Jenifer St.



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

745 Jenifer St.



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

748 Jenifer St.



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

First Settlement Neighborhood

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

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

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

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

119 S. Butler St.



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

407 E. Main St.



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

17 S. Hancock St.



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

111 S. Hancock St.



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

126 S. Hancock St.



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

144-146 S. Hancock St.



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

101 S. Franklin St.



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

132 S. Franklin St.



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

504 E. Main St.



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

511 E. Main St.



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

512 E. Main St.



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

Old Market Neighborhood

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

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

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

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

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

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

213 N. Hamilton St.



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

222 N. Hamilton St.



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

301 N. Hamilton St.



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

152 E. Johnson St.



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

18 - 20 N. Butler St.



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

103 N. Butler St.



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

402 E. Mifflin St.



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

East Washington Avenue

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

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

701 E. Washington Ave.



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

841 - 849 E. Washington Ave.



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

905 E. Washington Ave.



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

917 E. Mifflin St.



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

1251 E. Washington Ave.



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

1301 E. Washington Ave.



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

1356 E. Washington Ave.



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

Downtown North

Mansion Hill

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

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

Langdon Street

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

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