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**The Old Market Place
Neighborhood:**

A Walking Tour



A Madison Heritage Publication

The Old Marketplace Neighborhood: *A Walking Tour*

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cover photo: City Market, ca. 1917, SHSW WHi (X3) 29348.

Dedication

This walking tour of the Old Market Place Neighborhood is dedicated to the memory of Lucile Miller (1904–1989), long-time neighborhood resident. Lucile was the oldest child of William and Anna Mae Miller, among the first African-American families to live in Madison. Lucile, along with Demetra Shivers, formed the Madison Negro Civic League to campaign against segregation, and their efforts led to the reorganization in 1943 of the local chapter of the NAACP. Lucile also served as the Second Ward Precinct Committeeman for the Democratic Party, worked on the Monona Terrace Committee and the East Coalition for the Elderly.

Miss Miller was an active member of the Old Market Place Neighborhood Association. Until her death she participated in the association's monthly potluck dinners and shared many fascinating stories about life in the neighborhood.

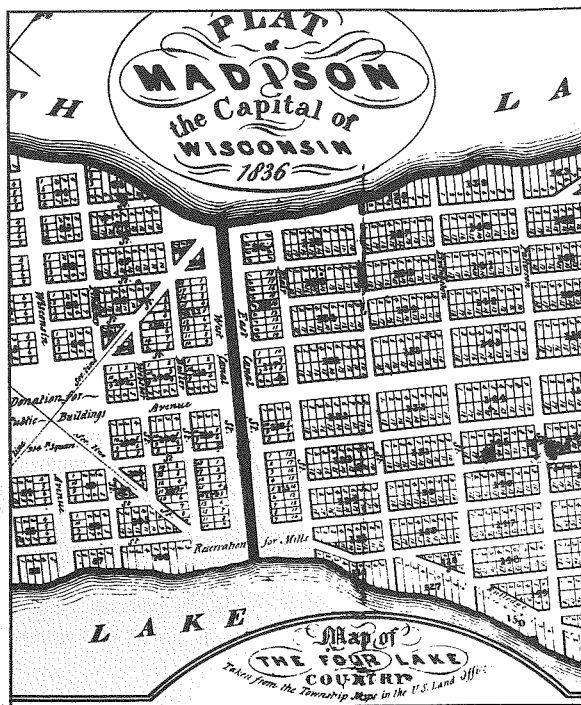
Introduction

The near northeast side of Madison's isthmus has a rich and diverse history. An area of high contrast, it has been the site of laborers' cottages and governors' mansions, ice cutters and major league baseball, factories and a farmers' market; and it was the childhood home of world renowned architect Frank Lloyd Wright.

Roughly bounded by Butler Street on the west, Brearly Street on the east, Washington Avenue on the south and Lake Mendota to the north, the area is known today as the Old Market Place Neighborhood after the farmers' market built in its heart at the turn-of-the-century 16.

The northeast side of the Madison isthmus is dominated by a long, high drumlin, or ridge, a pile of debris left by a retreating glacier. This ridge begins at James Madison Park and it forms the edge of Lake Mendota to Brearly Street. The ridge then descends into the low-lying marshland that forms the center of the isthmus. A second drumlin then forms the edge of Lake Monona.

The original plat of Madison was designed in 1836 by James Duane Doty, an early land developer and territorial



Section of Plat of Madison, 1836, SHSW WHi (X32) 8775

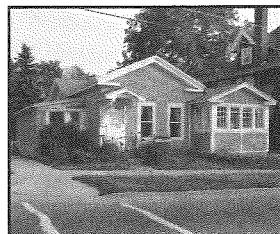
judge. His plan for Madison shows a rectilinear grid of streets, complete with a canal from Lake Mendota to Lake Monona at the narrowest point of the isthmus. The canal looked good on paper and no doubt helped sell land to eastern investors. But it would have required cutting through many feet of bedrock and was never built. The land was soon platted as lots. East and West Canal Streets were renamed Hancock and Franklin Streets later in the century.

Topography dictated the pattern of development of the Old Market Place Neighborhood. The earliest construction in the neighborhood occurred on the higher, dry areas of the neighborhood, on Butler, Franklin and Hancock Streets, along Lake Mendota, and paralleling the lake front on Gorham and Johnson Streets. Madison developers did not begin to reclaim the marshy lands that stretched down the middle of the isthmus, on either side of East Washington Avenue from Blair Street to the Yahara, until the pressure of increasing population began to be felt at the turn-of-the-century.

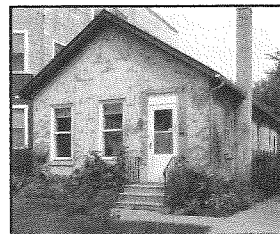
The Farwell Boom Era

The very earliest white settlers in Madison had built their homes, businesses and public buildings primarily to the east and south of the Capitol Square (please see *The First Settlement Neighborhood: A Walking Tour* for an excellent description of these earliest structures).

In late 1847 Madison merchant (and later Governor of Wisconsin) Leonard J. Farwell began a systematic promotion and development of Madison, leading to incredible city growth in the 1850s. The first construction in the Old Market Place Neighborhood dates from this era. Early commerce in the area included a soda pop bottler, ice cutting, and fishing and boating along Lake Mendota (the Bernard-Hoover Boat House 2, although constructed in 1915, stands on the site of earlier boating and fishing businesses). An important ice cutting and warehousing business had its operations at the far west end of what is now James Madison Park. The park is still known by some Madison residents as "Conklin Park" after the last operators of the ice house business.



523 E. Gorham St.



111 N. Franklin St.

Homes dating to the Farwell boom era include a number of laborers' cottages, such as the Baker house built in 1850 at 111 N. Franklin Street, and the McFarland house (523 E. Gorham Street), built in 1853. But a number of very elegant houses were also built along the high ridge overlooking Lake Mendota. Certainly the best surviving example from this era is the Leitch house 7.

The number of homes and businesses in the neighborhood grew steadily outward along Gorham and Johnson Streets. The first Herfurth house 4 and the first Kearnon house 10 both date from just after the Civil War.

In 1879 the family of Frank Lloyd Wright moved into the neighborhood, to a home that stood where the Kayser house 9 now stands. Wright lived in the neighborhood for

about six years and went to school in the old Second Ward School building that preceded Lincoln School 6. At school Wright met Robert M. Lamp, a life-long friend for whom he would later design a number of structures, including Lamp's home on North Butler Street 24.

Prairie Style

At the turn of the twentieth century significant new residential construction took place in the neighborhood. Many of these new houses were built in the style made famous by Frank Lloyd Wright—the Prairie style.

The Prairie style is characterized by simple massing and strong horizontal lines created by low pitched roofs, deep eaves, beltcourses and bands of windows. In Madison Prairie style details are often combined with Neo-classical proportions and massing; an example is Lincoln School 6.

The Madison architectural firm of Claude (Louis W.) and Starck (Edward F.) was responsible for Lincoln School, along with many other Madison houses in the Prairie style. In the Old Market Neighborhood, their work includes the Collins house 5, and several houses on Prospect and Washburn Places 12. Another example of the Prairie style is architect Robert Wright's (no relation to Frank Lloyd Wright) City Market 16.

Growing Density

It was also at the turn-of-the-century that Madison's growing population and prosperity began to put increasing pressure on the neighborhoods surrounding the capitol square. Madison had a severe downtown housing shortage for both blue- and white-collar workers and for students at the fast-growing University of Wisconsin. The value of property was also increasing and the large lots surrounding many of the existing downtown buildings became less feasible to maintain. Hundreds of lots in the area were halved, and two- and three-story apartment buildings began to appear on these newly created building lots.

A typical example of this type of land subdivision is the Carman house, originally built in 1858. In 1903 Robert Lamp moved it from the center of its lot on North Butler Street to the south (now 18–20 N. Butler), selling the north part to a neighbor who built a two-story apartment building. An example of the large apartment buildings

constructed in this era is the Norris Court complex 13.

Other types of high density dwellings built in the early 1900s include many buildings with two apartments constructed as flats. An excellent example is the building at 23–27 N. Hancock, built in 1905 as the home of a retired farmer, with a rental flat above.

The need for more buildable land also led Madisonians to reclaim the large marshy area in the center of the eastern part of the isthmus. Starting in the 1890s "The Great Marsh" was systematically drained and filled. Smaller houses from the downtown were moved here as they were displaced by commercial buildings. Larger houses and factories, warehouses, and car dealerships also sprang up on the newly created land. Examples of structures built on reclaimed marshland include the City Horse Barn 19, the Badger State Shoe Factory 17, the City Market 16, and Breese Stevens Field 15.

Madison's First African-American Neighborhood

It was in the marsh infill area of East Dayton Street that some of Madison's first African-American families built their homes. This historic district was associated with some of the area's leading African-American pioneer families, including the Turners, the Millers and the Hills.

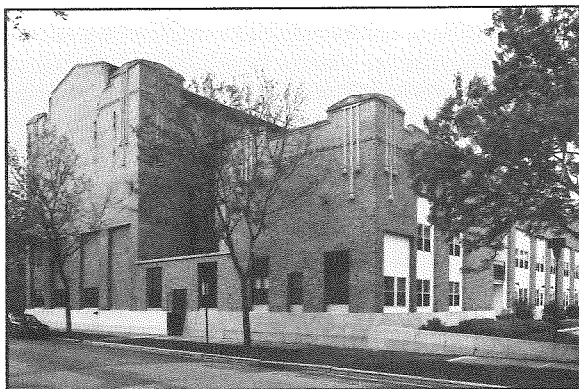
At one time eleven structures owned by African-Americans were clustered in the area. Among them they housed one of the community's major social institutions, the Douglas Beneficial Society 18, two groceries (Hill's Grocery 18 and Weaver's Grocery at 516 East Mifflin Street), the African Methodist Episcopal Church and its parsonage, and a rooming house 20 that was the first home in Madison of many African-American families looking for opportunity and a better way of life.

The Walking Tour

The tour is designed to originate at Nichols Station 1. The numbers in bold used in the text are keyed to the map in the center of this booklet. Please be aware that most of the buildings on the tour are private residences and are not open to the public. Your respect for the privacy of the residents is greatly appreciated.

Nichols Station
311 N. Hancock Street

1
1917



One of Madison's most creative reuses of an historic property occurred in 1985 when the Madison Water Works pumping station building (later renamed Nichols Station) and the city block it sits on were transformed into an apartment complex.

The tan brick building that is the centerpiece of this project was constructed in 1917. It replaced the city's first pumping station, which was built in 1882 and was located on the same site. The new water works originally housed a large steam boiler and two massive steam-powered pumps. These pumps (one of which survives intact) were Madison's sole source of municipally supplied water until 1923, when the first outlying local unit pumping station was built.

Nichols Station was designed by the Madison architectural firm of Balch and Lippert and the nationally known Madison engineering firm of Mead and Seastone. Balch and Lippert's design featured distinctive Prairie style trim at each corner of the building. This decorative element became an architectural trademark for the water utility and adorns most of the water utility's well buildings constructed from 1923 through the 1950s.

Bernard-Hoover Boat House
622 ½ E. Gorham Street

2
1915



In the days before individual boat ownership became widespread, renting pleasure boats for lake excursions was a significant summer business in Madison. Numerous commercial enterprises developed here in the nineteenth century to cater to the demand, the first being the one started on this site in 1855 by German native Charles Bernard as a fishing station.

Gradually, Bernard's business expanded to include both boat and fishing gear rentals. By the 1890s Bernard was building his own boats as well, including several large, steam-powered excursion boats that operated on Lake Mendota. Bernard ferried picnickers to his private park (gone) near Mendota State Hospital. After his death in 1907, son William ran the business. William and his son Carl became known across the United States as avid ice boat builders and racers.

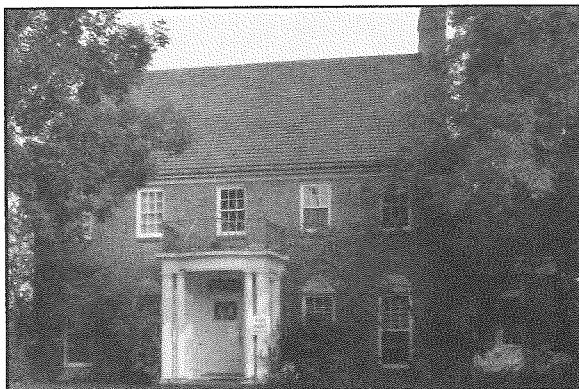
In 1911 the Bernards replaced the original buildings with a larger frame structure. Four years later it was destroyed by fire and was replaced with the present frame building. Carl Bernard sold out to Harry Hoover in 1943; Hoover continued to operate the boat livery and gave excursion rides until 1968 when he sold the property to the City. Today the Bernard-Hoover boathouse is the only survivor of the early days of Madison's love affair with pleasure boating.

Minorah Kubly House

637 E. Gorham Street

3

1925



The three-block-long stretch of East Gorham Street between Livingston and Franklin runs along the crest of a glacial ridge overlooking the shore of Lake Mendota. The combination of lake views and proximity to the downtown led to the construction of some of Madison's finest houses along this ridge. Most of the stately houses of the north side of Gorham Street have since been demolished for the expansion of James Madison Park. Remaining on the south side, however, is the beautiful red brick Georgian revival house of Minorah Kubly. Her husband, Vincent, died while the house was being designed. Mrs. Kubly took over her late husband's founding interest in the ownership of one of Madison's largest hardware firms—Wolff, Kubly and Hirsig.

The architect of the Kubly house, Frank Riley, was the best of Madison's period revival designers. Many of the finest homes and public buildings constructed in Madison in the 1920s and 1930s came from his hand. The Kubly house, with its delicate details and refined proportions, is a particularly accomplished interpretation of the late Georgian houses built in the Annapolis area after the American revolution. Some refer to the style as "Federal" because the United States was no longer under King George's rule when this variant on the Georgian style first became popular.

Herfurth Family Houses

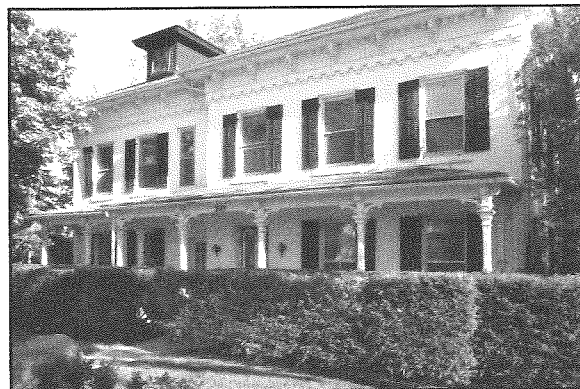
703 E. Gorham Street

711 E. Gorham Street

4

1868

1915



703 E. Gorham Street

The fine, highly intact brick Italianate house at 703 East Gorham was the home of Marie and Theodore Herfurth, Sr. Herfurth (1829–1903) was a successful German immigrant who came to Madison in 1852 and established a carriagemaking firm. In 1862, after farming for six years in Arena, Wisconsin, Herfurth came back to Madison and established a general store on King Street, which he continued to operate until 1874. His success at this venture and the necessity of housing their rapidly growing family (they had ten children) led the Herfurths to begin construction on the original portion of this house in 1868.

In 1875 Herfurth began selling and underwriting fire insurance. In 1892 he was joined by his only son, Theodore Herfurth Jr. (1872–1950), and the firm became known as Theodore Herfurth & Son, one of Madison's most successful insurance agencies.

In 1915 Theodore Herfurth Jr. and his wife of four years, Genevieve, built their own Craftsman style house at 711 East Gorham Street, next door to the family home where Theodore's mother and several of his adult sisters continued to live. One of his sisters, Elizabeth Herfurth, later achieved national recognition for her role in the development of Wisconsin's retirement fund for teachers, one of the nation's first such pension funds.

Collins Family Houses

5

640 E. Gorham Street 1920
646 E. Gorham Street 1908
704 E. Gorham Street 1912



704 E. Gorham Street

Finding successive generations of a family living near to each other was once more common than it is today. The Herfurths 4 were just one of a number of Old Market Neighborhood families that adhered to this traditional pattern of living. Another example was the Collins family, whose members built three houses within a block of each other on E. Gorham Street. The first of these houses is located at 646 E. Gorham Street. It was built in 1908 for Cornelius C. Collins and his wife, Anna. Collins was the president and founder of Collins Bros., a manufacturer and wholesaler of wood products. His partner and brother, William Collins, and his wife Dora, built their own house in 1912 at 704 E. Gorham Street (now the Collins House bed-and-breakfast inn).

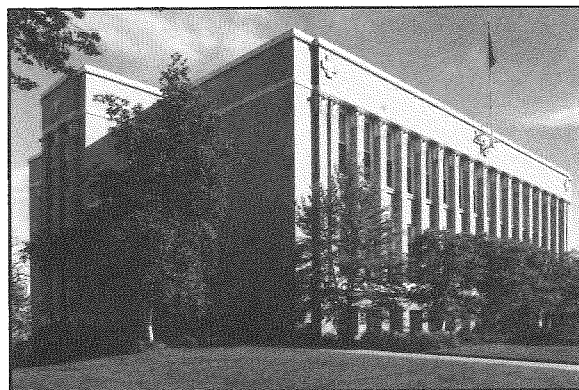
Both brothers hired the well-known Madison architectural firm of Claude and Starck to design their homes. Each house is an excellent and exceptionally well-built example of this firm's Prairie style design.

The third Collins family house is the red brick Colonial Revival house at 640 E. Gorham Street, built in 1920 for Robert and Irene Collins Connor, a daughter of C. C. Collins. Both she and her husband were active in the C. C. Collins Lumber Co., a business her father started after he and his brother divided up the original Collins Bros. firm.

Lincoln Elementary School

6

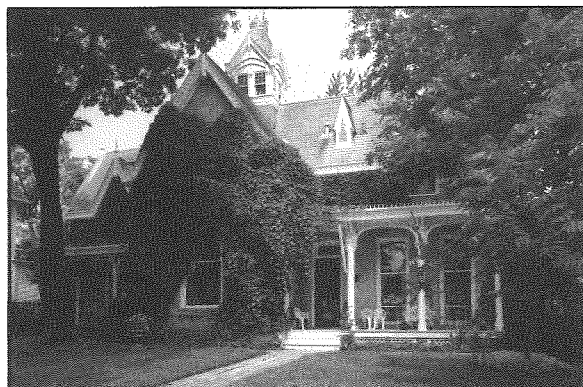
720 E. Gorham Street 1915-1916



Lincoln School was constructed at a cost of \$64,000, replacing the original Second Ward School that had been built on the same site in 1866. The new building was one of the finest and one of the largest works of the architectural firm of Claude and Starck, who also designed the Cornelius and William Collins houses 6 and other houses in the neighborhood 12. The beautiful terra cotta eagles over each main entrance of Lincoln School were designed by George Grant Elmslie of Minneapolis, one of the most accomplished of the Prairie style architects, and for a time Louis Sullivan's lead designer. The eagle design was originally executed for a bank in Winona, Minnesota. The molds were simply reused for Lincoln School, which explains how such an elaborate and expensive design came to be used for a public school building in a relatively small town. The result is the finest decoration to be found on any of Madison's Prairie style buildings.

Lincoln School remained in use until 1963, when changing neighborhood demographics led to its closing. The building then became the home of the Madison Art Center, which it remained until 1980. In 1985 the building was sensitively converted into the Lincoln School Apartments.

William T. and Jane Leitch House 7
752 E. Gorham Street 1857



The superb Gothic Revival Leitch house is one of Madison's most important nineteenth century buildings. William T. Leitch (1808–1897) was born in England and came to New York in 1829, where he started a successful wholesale clothing manufacturing business. In 1858, the Leitch family moved to Madison where their new home was already under construction on a lot that stretched down to the Lake Mendota shore. Madison sandstone was used for the 20 inch thick exterior walls, slate tiles covered the roof and the house was enriched by lavish use of wooden ornamentation. The house cost almost \$14,000 to build, in a day when a good frame house could be built for \$500 and a dollar a day was a living wage.

Leitch was elected mayor of Madison in 1862 and he was reelected in 1863 and 1864, a pattern of public service that was to be followed by subsequent owners of the house. The next owners were Carolyn and M. Ransom Doyon. Doyon, a banker, served as mayor in 1888 and 1889. The Doyons were followed by Bella and Nils Haugen, a lawyer and prominent figure in the progressive movement. The Haugens were followed by UW professor Asher Hobson, a noted agricultural economist, and his wife, Thea. The present owners of the Leitch house are engineer and former city council member Gordon Harman and his wife Dolly, a journalist.

North Livingston Street Houses 8
410 N. Livingston Street 1903
414 N. Livingston Street 1901
416 N. Livingston Street 1903
428 N. Livingston Street 1907



428 N. Livingston Street

In 1900 the Doyons decided to subdivide the land behind their house at 752 E. Gorham Street 7. This created four new lots stretching along the 400 block of North Livingston Street to Lake Mendota in what was then one of Madison's elite neighborhoods; these lots were soon acquired as home sites by prominent Madisonians.

The earliest of these homes was the very fine house at 414 N. Livingston built for socially prominent piano instructor Ada S. Bird in 1901 at a cost of \$6,000. This "Progressive" design is noteworthy for its hooded entrance porch and attic dormer, both features that are echoed in the dormers of the Kayser house 9 across the street, which was also built in 1901.

In 1903, 410 and 416 N. Livingston Street were built; the former for Frances and Steven Gilman, an attorney who afterwards became a UW professor of business administration and a important force in the creation of the UW business school, and the latter for Mary and George Welsh, a retired grocer.

The last and most elaborate of these four houses is the lakeshore home built for Joseph and Emlen Davies in 1907. Emlen Knight Davies was the daughter of a wealthy lumber family. Davies was then a prominent corporate lawyer who later married cereal heiress Marjorie Merriwether Post and became U.S. Ambassador to the Soviet Union.

Adolph and Hedwig Kayser Houses 9

802 E. Gorham Street 1901

425 N. Livingston Street 1922



802 E. Gorham Street

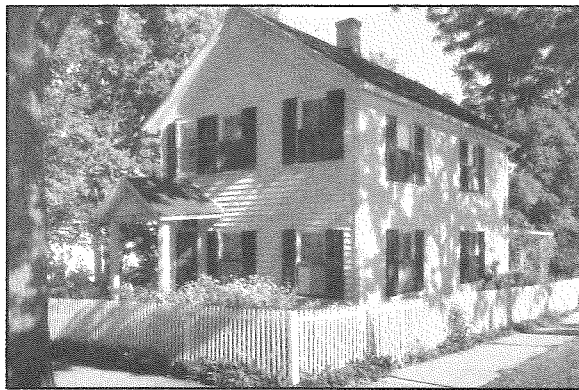
One of the earliest and finest examples of early twentieth century architecture in Madison is the very impressive house at 802 East Gorham Street, designed for lumber company owner Adolph H. Kayser (1851–1925) and his wife, Hedwig, by the local architectural firm of Claude and Starck. This firm designed many of Madison's best houses of the era. Their early designs, such as the Kayser house, were strongly influenced by the designs of Chicago architect George Maher, who had worked in the offices of Louis Sullivan at the same time as Louis Claude. This interesting phase of residential architecture retained the classic details popular in traditional houses, but added the simple symmetrical massing of the new Prairie style.

The Kayzers lived in their house for 21 years, during which time Kayser was twice elected mayor of Madison. Eventually the progressive styles were supplanted by the various period revivals after WWI. This change in architectural fashion can be seen in the excellent Colonial Revival house that the Kayzers chose to build for themselves in 1922 at 425 N. Livingston Street, directly behind their earlier house.

Phillip and Bridget Kearnon Houses 10

803 E. Gorham Street ca. 1870

313 N. Livingston Street 1887



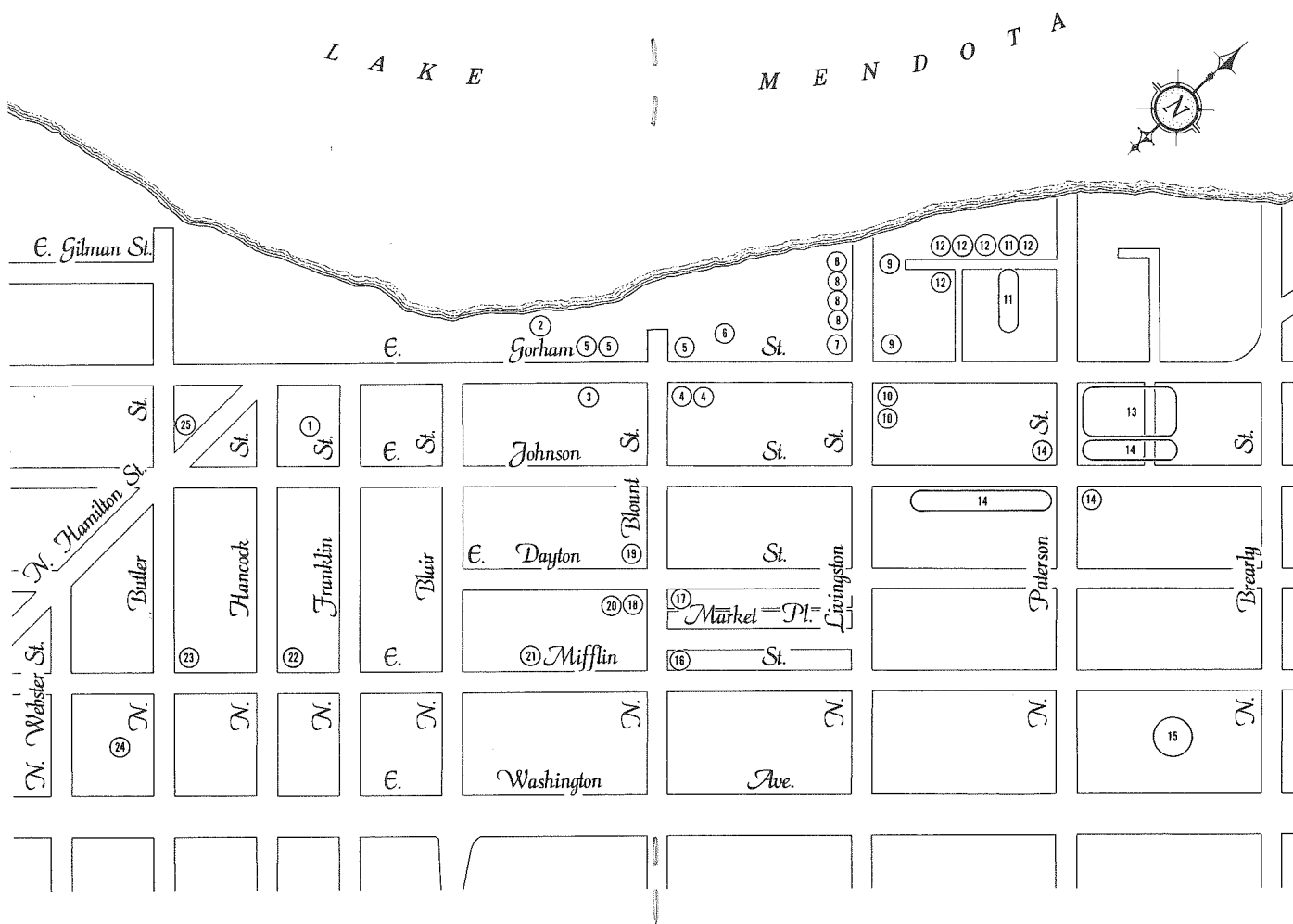
803 E. Gorham Street

While it is Old Market Neighborhood showplaces such as the Kayser house 9 that usually catch the eye of passersby, the rich history of this area is also embodied in its less grand buildings.

One of the neighborhood's best and most representative examples of the small vernacular 19th century house is the very intact house at 803 E. Gorham Street. This house was either built or moved here ca. 1870 for Irish immigrants Bridget and Phillip Kearnon. Kearnon was a laborer who also worked as a gardener for area families. He maintained the lawns and gardens that ornamented the old city waterworks, the predecessor of Nichols Station 1. In 1887 the Kearnons built the house next door at 313 N. Livingston Street for their son John.

Although these houses are simple in design with their plain gable roofs and shuttered windows, they evoke memories of an earlier era. The picket fence on the corner has encircled the property for as long as anyone can remember, and the tiny street sign affixed to the corner of the house dates to a time when people on foot, horse or buggy passed by.

Old Market Place Neighborhood Walking Tour



1 Numbers within circles denote their order in the listing of sites.

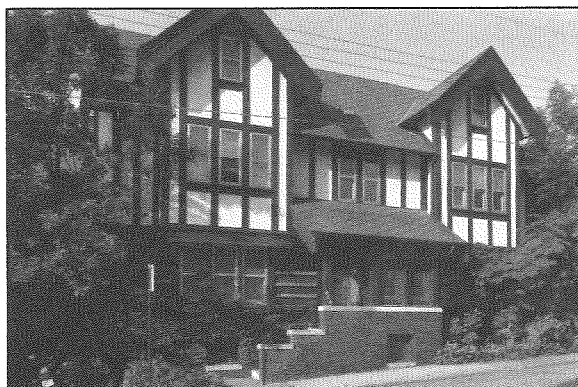
Frank and Mary Hall Houses	11
<i>416 Russell Walk</i>	<i>1911</i>
<i>418 Russell Walk</i>	<i>1912</i>
<i>420 Russell Walk</i>	<i>1912</i>
<i>841 Prospect Place</i>	<i>1912</i>
<i>842 Prospect Place</i>	<i>1893</i>



In 1893, attorney Frank Hall and his wife Mary built a good-sized Queen Anne style house on a strip of land they had just purchased that extended from Gorham Street north to the Lake Mendota shore. The Halls subsequently developed much of this land in 1900 with George Bird and Lucius Fay as the Prospect Place subdivision 12. Then, in 1909, the Halls moved their house across the street to its present lakeside location at 842 Prospect Place and in 1911 they began the development of the small group of four fine bungalows on Russell Walk.

The designer of these buildings was an employee and distant relative of the Halls named Cora Tuttle (1864–1948), the only woman known to have designed buildings in Madison before WWI. Tuttle was not a professional designer. Her output was small and consisted almost entirely of bungalow style houses. These houses are of very high quality, however, the best-known examples being a group of five exceptional Bungalow and Craftsman style houses she designed in Wingra Park on Madison's west side. Tuttle's four Russell Walk bungalows were built by Charlie Way, a respected local carpenter and woodworker. Their somewhat more conventional design derives in part from the constraints imposed by the speculative nature of this development. Even so, each house possesses the same honest approach to materials and design that characterizes Tuttle's finest work.

Prospect Place	12
<i>818 Prospect Place</i>	<i>1909</i>
<i>822 Prospect Place</i>	<i>1909</i>
<i>831 Prospect Place</i>	<i>1902</i>
<i>844 Prospect Place</i>	<i>1902</i>
<i>424 Washburn Place</i>	<i>1910</i>



424 Washburn Place

The Madison architectural firm of Claude and Starck was responsible for some of the finest Prairie style buildings outside of Chicago and Minneapolis. A number of their most significant buildings in this and in other styles can be found in the Old Market Place neighborhood. 5 6 9 15

The neighborhood's most concentrated group of Claude and Starck buildings are located along the two-block length of Prospect Place. This quiet, little-known residential street was developed along the shore of Lake Mendota at the turn-of-the-century by prominent local businessmen Frank Hall 11, George Bird (1836–1912) and Lucius Fay (1850–1903). Both Bird and Fay then built their own homes on the land they platted, Bird at 828 and Fay at 844. The Fay house in particular is a showplace of Georgian Revival as drawn by Claude and Starck. Claude's own Tudor Revival style house is located across the street at 831.

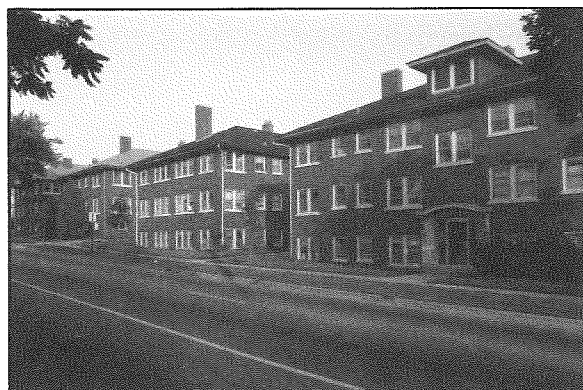
Both the Fay and Claude houses were built in 1902. After that date, buildings designed by the firm began to exhibit the distinctly Prairie style features for which they are best known. Two fine examples of these later houses are the George and Elizabeth Gary residence at 818 and the Dr. Charles Vilas residence next door at 822. Still another Claude and Starck design is the Paul and Louella Warner house at 424 Washburn Place.

Norris Court Apartments

13

301-324 Norris Court
and 319 N. Paterson Street

1915-1925



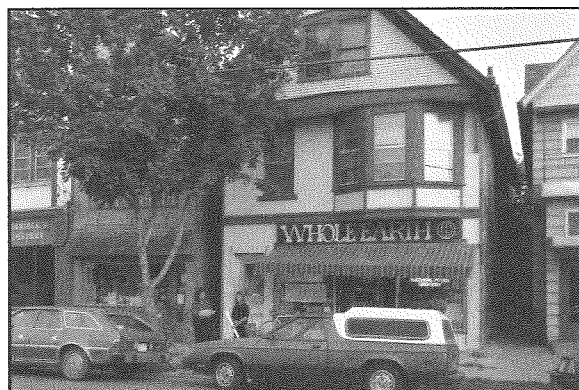
Apartment living did not become a truly acceptable option for middle class Americans in most areas of the country until the early twentieth century. Madison's earliest apartment complex is the group of twelve buildings located at the west end of the block bounded by Gorham, Johnson and Paterson Streets. The Norris Court apartments were developed on an incremental basis, beginning in 1915, by Harvey E. Nichols (1881-1953), a Madison real estate dealer who named this and several of his other developments for his children: the Wayne Apartments at 213 North Hamilton Street (1909), the Clifford Court Apartments (gone) and Florence Court on Lake Monona (1914).

Nichols hired local builder/architect Eugene H. Marks to design the first building (305) in the Norris Court complex. This two-story brick Craftsman-Prairie influenced building set the pattern for all the buildings that followed. Ultimately, five more buildings were erected facing onto the beautifully landscaped green space known as Norris Court—the heart of the complex. Six others were added around them. The result was a quiet oasis, complete with its own mews and shops, located between two of the isthmus' busiest streets.

Johnson Street Business Area

14

800 & 900 blocks of E. Johnson Street



817 E. Johnson Street

In the days before public transportation was available and before the automobile became commonplace, most city dwellers got where they needed to go on foot; horses and carriages were too expensive to own and too expensive to hire on a regular basis. As a result, stores providing the necessities of life were established in or close to every neighborhood.

A small group of such stores was already in existence in the 800 block of East Johnson Street by the turn-of-the-century. As the population of the Old Market Neighborhood increased, however, more and more businesses were established here and the larger shopping district that still exists today came into being.

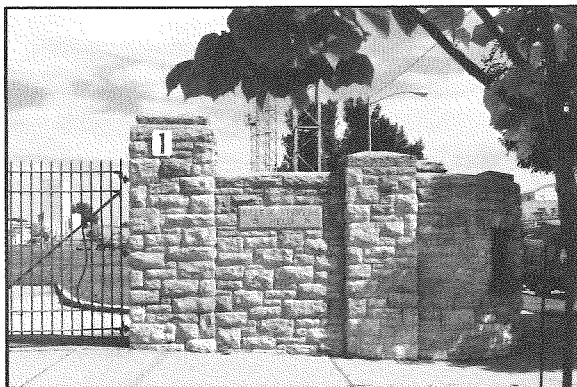
All of the businesses were housed in modest vernacular buildings that had stores on their first floors and apartments above. The earliest were the James and Mary Lavin grocery store at 817 (1899), the Martin and Thore Jensen grocery store at 825 (1901), and the Wulner building at 827 (1902), whose first occupant was the Kelliher & Powell grocery. These were soon joined by other stores that housed meat markets (819, 823 and 857), more grocery stores (845 and 901), pharmacies (902), dry goods stores (906) and barber shops (819½ and 910). The resulting mix satisfied day-to-day needs and provided a strong sense of community for neighborhood residents.

Breese Stevens Field

917 E. Mifflin Street

15

1925



In 1923 the City of Madison bought this empty block for use as a municipal stadium. The firm of Claude and Starck was commissioned to design the Mediterranean Revival brick grandstand. Built in 1925, the field was named for Breese J. Stevens, a former Madison mayor and civic leader. A chainlink fence originally encircled the field, but in 1934 a stone wall was built by the Civil Works Administration with rock quarried at Hoyt Park. The north grandstand was also built at this time.

As the only city park with lights until the 1960s, Breese Stevens Field hosted most of Madison's major outdoor sporting events. These included exhibition games by major league baseball clubs, the American Giants and the Kansas City Monarchs from the Negro Pro Baseball League, city track meets, midget car racing, boxing and wrestling exhibitions, city and state softball tournaments, and ice skating meets. The field was also the home of the pre-WWII semi-pro Madison Blues baseball team. On football weekends, up to seven games were played here because the stadium served all five city high schools.

In the 1960s and 1970s use fell off considerably, neglect caused structural damage to the grandstand and the fate of the grandstand was in doubt. But in 1983, the City renovated this sports landmark and it is now enjoying a new lease on life as a soccer field.

City Market

101 N. Blount Street

16

1909



The City Market was commissioned by the City of Madison in 1909 in an early effort at civic improvement, part of the nation-wide "City Beautiful" movement. The structure was designed to provide a less congested and more sheltered place away from the capitol square where area farmers could sell their produce to city consumers. Its use as a market, however, was short lived, and by the 1920s it served as a dance hall and teen center. For many years the building was used as a garage for the city street department.

The Prairie style, an idiom used mainly in the upper midwest between 1900 and WWI, is more commonly associated with residential buildings. The designs for the market, created by local architect Robert L. Wright, is an unusual non-residential example of the style. The City Market's major Prairie style elements include its long, low massing, and an overall emphasis on horizontal lines displayed in the three horizontal belt courses, widely overhanging eaves projecting from shallowly hipped roofs, and windows grouped together in horizontal bands.

In 1987, the Alexander Companies converted the City Market into 18 apartments, in one of Madison's more daring and innovative adaptive reuse projects.

Badger State Shoe Factory

17

123 N. Blount Street

1909-1910



From East Johnson Street a broad, level plain stretches across the isthmus to the Third Lake ridge that borders Lake Monona. Originally, this plain was the "Great Central Marsh," a barrier to development as long as it remained unfilled. Once filling began in the 1890s, however, much of the new land was developed for Madison's first modern industrial concerns.

One of the finest remaining examples of this industrial past is the six-story brick building constructed for the Badger State Shoe Company. This company had been organized in Milwaukee in 1893 by Albert and Henry L. Atkins. In 1900 the company opened a new factory on Madison's south side at 1335 Gilson Street. It remained there until 1910, when company operations in Milwaukee and in Madison were consolidated under one roof at the new factory on Blount Street.

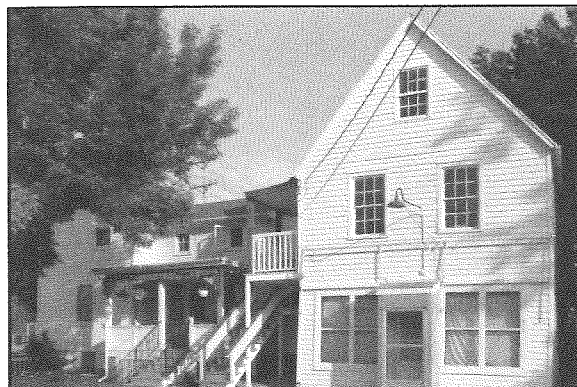
Designed by noted Madison architect Ferdinand Kronenberg, this new factory was considered a model of its kind. It is also an excellent example of the simple dignity such utilitarian buildings can achieve. At its peak the factory employed 250 people who made over 2,000 pairs of shoes a day. Production continued until 1930, after which the building was used as a warehouse until its recent conversion into Das Kronenberg Apartments by the Alexander Companies.

John and Amanda Hill House and Grocery

18

649 E. Dayton Street and
120 N. Blount Street

moved 1901 & 1912



The Hill house and grocery store and the Miller house 20 are among the last remaining buildings associated with Madison's earliest African-American neighborhood (see introduction).

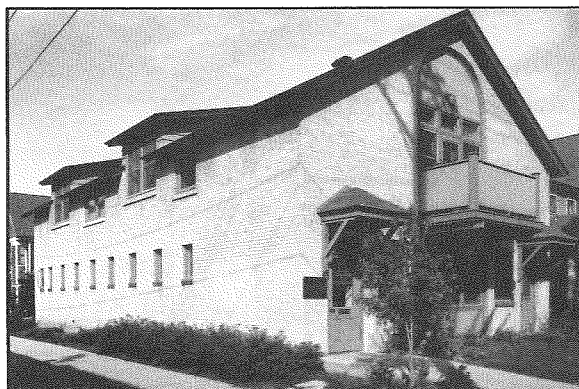
This two-story vernacular structure is actually two buildings joined together. The western section was moved to the site in 1901 by the Turner family to serve as the Douglas Beneficial Hall, a charitable and self-help association for African-American families moving to Madison from southern states. In 1917 John and Amanda Hill bought the hall and operated a grocery business there until Mr. Hill's death in the early 1980s. The display cases, light fixtures and advertising signs of the old grocery store are still intact.

A low, one-story wing connects the hall to a second building moved onto this site in 1912. This vernacular house has shallowly pitched gables trimmed with returned eaves. It served at first as the home of Caroline and C.H. Thomas, the pastor of the A.M.E. Church, which was once located a few doors to the west (gone).

Also note the home at 114 North Blount Street. This home was moved here in 1923 for Amanda Carmichael, the mother of Amanda Hill. Today the houses at 114 and 120 North Blount Street are still owned by John and Amanda Hill's descendants.

City Horse Barn
202 N. Blount Street

19
1910–1914



This plain, vernacular building was designed by city engineer John F. Icke and was built between 1910 and 1914 to serve as a municipal horse barn. It is significant as one of the few surviving buildings in Madison associated with the time when horses provided the power to pull city-owned wagons, carts, snowplows and fire engines.

The draft horses housed here were probably used to pull the equipment of the street and sanitation departments. The nine single-pane windows on the Dayton Street elevation were designed to provide light and air to each horse's stall. The wagons and livery gear were stored on the north side. The doorways under the arches on each end provided access to the hayloft.

The barn was used for horses through the 1940s, but as gasoline replaced horsepower, the building was converted to office space in 1946. For a time it housed the Madison Board of Park Commissioners, the City Welfare Department and the Madison Area Council on Retardation. In 1987, the Madison Mutual Housing Association renovated the building and converted it into their offices and two apartments.

William and Anna Mae Miller House
647 E. Dayton Street **20**
1853/moved 1908



Originally built in 1853, this house was moved to its present site in 1908 by William and Anna Mae Miller, a prominent couple long active in the improvement of the social conditions of Madison's African-American community. The house is a vernacular two-story clapboard structure with a steeply pitched intersecting gable roof, two-over-two double hung windows and a double door of carved wood and glass. A graceful porch extends across the front of its three-bay facade.

In its early years the Miller house served as a rooming house for African-American families migrating from the south. In 1919 the Miller family moved into the home. Family members continued to live there until the early 1980s.

William Miller went to Berea College in Berea, Kentucky, attended law school in Chicago and eventually worked for Governor Robert M. LaFollette. He helped organize St. Paul's African Methodist Episcopal Church and the Madison Chapter of the NAACP. Anna Mae Miller organized the Book Lovers Club, a literary society, and she was a charter member of the Utopia Club, a charitable organization. She was also a founding member and long-time treasurer of the Madison Chapter of the NAACP. It is to the Miller's eldest child, Lucile, that this brochure is dedicated.

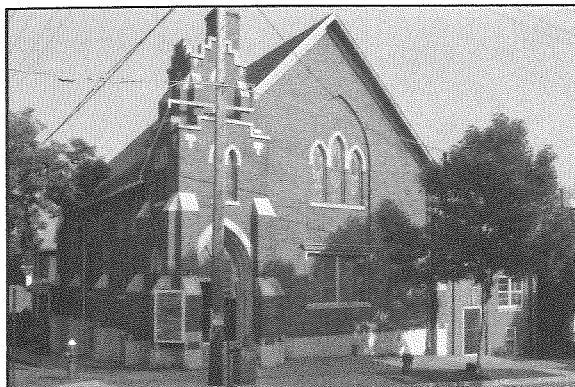
Edward and Tina Reynolds House 21
616 E. Mifflin Street 1910



In 1888 the recently widowed Anna Gault Reynolds (1837–1906) founded a livery stable and hauling firm that operated out of a barn located behind her house at 616 E. Mifflin Street (not extant). Her firm began with four rigs and ten horses. Its modest success soon allowed her to build a new house next door at 614 E. Mifflin Street (gone). Her eldest son, Edward S. Reynolds, eventually became the head of the firm and began the specialty of heavy hauling that came to distinguish his company from other trucking concerns. In 1910 Reynolds and his wife Tina moved the original house at 616 E. Mifflin back on its lot and built the substantial brick house shown above, designed by local architect Ferdinand Kronenberg. Here they raised their six children and Reynolds served for many years as the alderman of the district.

When Edward Reynolds died in 1929, his eldest son, Henry Reynolds, took over the management of the firm. Later he was joined by his brother, William. Together, the two grandsons of Anna Reynolds built the firm—Reynolds Transfer and Storage—into one of Wisconsin's largest hauling companies. In 1960 Henry Reynolds was elected mayor of Madison. Today the firm is operated by his sons, Edward and David Reynolds. The present headquarters of the firm, now the neighborhood's oldest continuously operated business, is located at 725 E. Mifflin Street.

Swedish Evangelical Lutheran Church 22
402 E. Mifflin Street 1922



The history of the successive church buildings occupied by the Swedish Evangelical Lutheran Church in Madison represents a pattern that is typical of many other local churches as well. In 1902, this small congregation was without a church of its own; it met instead in Our Saviour's Lutheran Church on Hancock Street. By 1909 the congregation had flourished to the point where it needed its own building. In that year its members decided to move into their first church, which occupied the same site as the church pictured above. Then in 1922 the still expanding congregation decided to build a larger church and the result was this fine Gothic Revival building.

The Swedish Lutheran Gloria Dei Church, as it was first called, occupied this building until 1958. Then, after being occupied by non-profit organizations for several years, the building became the home of St. Paul's African Methodist Episcopal Church. This congregation has deep roots in the Old Market Neighborhood. The congregation established itself in the area in 1902 when it moved the old frame Norwegian Lutheran Church to a new site at 619 E. Dayton Street (not extant). The new church quickly became a focal point for Madison's early African-American community. Its first members played leading roles in the establishment of the Madison chapter of the NAACP and Prince Hall Masonic Temple, still located in the neighborhood at 100 N. Blair Street.

Hiram and Annette Dodge House

103 N. Butler Street

23

1854



As large-scale lumber milling became possible in post-Civil War America, construction techniques changed and homeowners were able to build larger homes for a given dollar amount than ever before. As a consequence, many older houses that were considered to be good-sized, substantial buildings when they were built were soon surrounded by the larger homes of a new era, making their smaller scale appear old fashioned to more modern eyes.

The very fine, brick Dodge house is a good example of this trend. Hiram G. Dodge (1815–1895) was born in New Hampshire. After spending 13 years in Ohio he and his wife Annette moved to Madison in 1850 and Dodge began his first business here as a dealer in general merchandise. Four years later, when the Dodes built their new home two blocks from the capitol square, it was one of the finest houses in its neighborhood.

Dodge continued to prosper and in 1861, he set himself up as a lumber and grain dealer, a business he steadily expanded until his retirement in the late 1880s. But while the Dodes continued to reside in their old home, the neighborhood surrounding it was changing and becoming more crowded as land prices in the downtown soared. By the time a short biography of Dodge was written in 1893 his house was known as “one of the old landmarks of North Butler Street.”

Robert M. Lamp House

22 N. Butler Street

24

1903

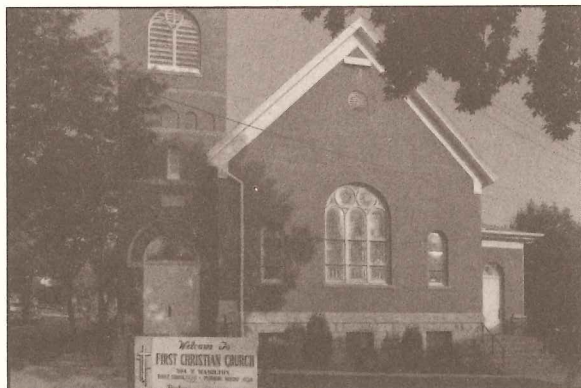


It is ironic in the extreme, given the controversy that surrounded Frank Lloyd Wright's life and the near veneration that his buildings now inspire, that the earliest surviving example of his work in his boyhood hometown is all but unknown to most Madisonians. Certainly, the site of the house is partly to blame since it is located in the center of the block bounded by Butler, Mifflin, Webster and East Washington, where it is screened from view by the buildings that are placed around the block's perimeter.

Wright's client was his boyhood companion and lifelong friend Robert M. Lamp (1866–1916), who by 1903 had become a successful travel, real estate and insurance agent. Lamp's two-story flat-roofed house is of cream brick construction (now painted white) and its cubical form gives it a distinctly urban feeling that is in keeping with its location a block from the capitol square. Wright's design also originally included an elaborate garden located on the roof of the house, an amenity that disappeared in 1913, when the garden was enclosed and turned into an apartment.

Lamp's Butler Street house is actually the second of his homes that Wright had a hand in designing. The first was a now vanished summer cottage known as “Rocky Roost” for the small island it occupied in Lake Mendota.

Bethel Norwegian Lutheran Church 25
 304 N. Hamilton Street 1902



Today, Bethel Lutheran Church occupies an entire block on Wisconsin Avenue. Its thousands of members constitute one of the largest Lutheran congregations in the U.S. Its present size, however, springs from more humble origins. The first of several Lutheran churches in Madison that served a primarily Norwegian congregation was the "Norwegian Lutheran Church," whose members constructed a modest frame building on this triangular Hamilton Street lot in 1862. This building continued to serve its congregation for the next 40 years, during which period the membership continuously increased as thousands of new Norwegian immigrants came to Madison and Dane County. In 1897 the congregation changed its name to Bethel Lutheran Church. By 1902 the congregation had 370 members and boasted four affiliated societies.

In 1902 the old church building was sold to St. Paul's African Methodist Church whose members moved it to 619 East Dayton Street (not extant). Bethel Lutheran then built this new brick Romanesque Revival church to the designs of local architects Gordon and Paunack. Bethel's members continued to worship here until 1941, when the Wisconsin Avenue church was built.

The city's first bell, acquired in 1848, still hangs in the bell tower of the old Bethel Church.

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