

**City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (1)**

Name of Building or Site
Common Name

Philip Schoen Building

Historic Name (if applicable)

Philip Schoen Building

Location
Street Address

117 E. Main St.

Aldermanic District

District 6

Classification
Type of Property (building, monument, park, etc.)

Building

Zoning District

C4

Present Use

Tavern/Offices

Current Owner of Property (available at City Assessor's Office)
Name(s)

Daniel G. and Jeanne Kessenich

Street Address

P. O. Box 190
Cottage Grove, WI
53527

Telephone Number

Legal Description (available at City Assessor's Office)
Parcel Number

0709-133-2728-9

Legal Description

Part of Lot 1, Block 103,
Original Plat, as follows:

beginning 71 feet southwest of the north corner of the block, thence southwest 24.25 feet, thence southeast at right angles 42.5 feet, thence east to the point of intersection 58 feet at right angles from Main Street, thence northeast 10.5 feet, thence northwest 58 feet to point of beginning.

Condition of Property
Physical Condition (excellent, good, fair, deteriorated, ruins)

Very Good

Altered or Unaltered?

Unaltered

Moved or Original Site?

Original Site

Wall Construction

Walls are clad in cream brick over a wood supporting frame.

**City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (2)**

Historical Data

Original Owner

Philip Schoen

Original Use

bakery/offices

Architect or Builder

David R. Jones, architect

Architectural Style

Italianate

Date of Construction

1875

Indigenous Materials Used

Madison sandstone

List of Bibliographical References Used

City of Madison Real Estate Tax Rolls.

Holzheuter, John O. (Ed.). *Madison During the Civil War; A Portfolio of Rare Photographs by John S. Fuller, 1860-1863*. Madison: State Historical Society of Wisconsin, 1997.

Madison City Directories.

Madison Past & Present: 1852-1902. Madison: Wisconsin State Journal Co., 1902.

Rankin, Katherine R. and Timothy F. Heggland. *Madison Intensive Survey Report*. Madison: City of Madison Department of Planning and Development, 1997.

Wisconsin State Journal, April 19, 1875; January 3, 1876.

Form Prepared By

Name and Title

Timothy F. Heggland, consultant

Organization Represented (if any)

Department of Planning and Development

Address

6391 Hillswoods Rd., Mazomanie, WI 53560

Telephone Number

608-795-2650

Date Nomination Form Was Prepared

September 1, 2001

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (3)

Describe Present and Original Physical Construction and Appearance.

The Philip Schoen building is one of the most elegant and intact of all the surviving nineteenth century commercial buildings in Madison. The three-story Italianate Schoen Block was built in 1875 to a design by prominent Madison architect David R. Jones. It is three-stories in height, rectilinear in plan, and was constructed with its main facade facing northwest onto the northeast-southwest running E. Main Street. This location is less than a block from the Capitol Square in the heart of the earliest commercial district in Madison that formed around the King Street corner of the square. The site had previously been occupied by an older two-story frame building that Schoen moved to another site when his new building was built.

The main facade of the Schoen Block is clad in dressed Madison sandstone blocks. The first story of the facade is given over to a cast iron storefront that is enframed by paneled sandstone pilaster strips on either side and by a broad sandstone cornice above. The current storefront closely resembles the original one and is the result of an outstanding recent restoration project. This storefront features a recessed and canted centrally placed entrance that is flanked by large display windows. These display windows are set above wooden kick panels and they each have large transoms placed above them, all of which are set into cast iron frames. The separate entrance to the upper stories is placed just to the right of this storefront and has its own transom placed above it.

The two upper stories of this facade are both four bays wide and they are flanked by two-story-stone pilaster strips that have the appearance of vertically laid dressed stone blocks. Both stories of each bay contain single segmental-arched window openings, each of which is filled with a four-over-four double-hung modern window that replaces the original window, which was of similar design. The four second story windows all share a common sill that is part of a full-width dressed stone sill course while the third story windows each have separate dressed stone sills. In addition, all of these windows also have beautifully understated dressed and carved stone lintels as well, which are somewhat more elaborate on the second story than the third. The facade is then crowned with a simple stone parapet that is probably a reduction and simplification of the original one.

The remaining elevations of the Schoen Building are clad in cream brick. The northeast-facing side elevation is completely hidden by the three-story building next door as are the first two stories of the southwest-facing side elevation. The rear elevation, however, faces onto an alley and its upper stories contain window openings as well.

That the Philip Schoen Building still retains its 1870s appearance today is due largely to a recent restoration of the building that took place in the early 1990s. This restoration restored the 1875 storefront to close to its original appearance, replaced the existing second and third story windows of the main facade and those on the rear elevation with modern equivalents of the original design, and thoroughly upgraded and modernized all the utilities and other aspects of the building. In addition, the interior of the building has also been renovated as well.

The overall result is one of the most successful restorations of a nineteenth century commercial building in downtown Madison. The Philip Schoen Building is now one of the Downtown's finest examples of this highly endangered building type.

City of Madison Landmarks Commission
LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

Significance of Nominated Property and Conformance to Designation Criteria.

The Philip Schoen Block is believed to be eligible for designation as a Madison Landmark under Criterion 3, as a fine, largely intact and rather late example of a Madison sandstone commercial building, examples of which are now very rare in the city. The building is also a fine example of the work of its architect, David R. Jones, and it is believed to be eligible under Criterion 2 as well for its long history of occupation by a restaurant and for its associations with the *Wisconsin Staats Zeitung* newspaper.

The building was built for German immigrant Philip Schoen, who had operated his Capitol Bakery in a smaller two-story frame building on the same site since 1860. The older building is just visible in a recently discovered historic photo taken by John S. Fuller ca. 1860. When Schoen decided to expand his business in 1875, he sold his original building, which was moved to another site, and the present building then took its place. Schoen operated his new and expanded Capitol Bakery, Restaurant and Saloon until 1885, after which it was run by others as a restaurant and saloon until at least 1939. The length of time a restaurant occupied the first story of this building is the second longest of any building in the history of Madison. In addition, the third story was also the home, from ca. 1880-1890, of the offices of the *Wisconsin Staats-Zeitung*, an important local German language weekly newspaper that began publication in Madison in 1878 and finally ceased publication in 1918, near the end of World War I.

For his architect, Schoen chose David R. Jones, who was then at the beginning of a career that would see him become one of the most prominent architects practicing in Madison. David Richard Jones (1832-1915) practiced as an architect in Madison for 13 years, from 1873-1885, and during these years he was perhaps the most important architect in the city. Jones was born in Wales in 1832, and emigrated to the U.S. with his parents in 1845. His family settled on a farm that his father developed near Cambria, Wisconsin, and Jones worked there until his father died in 1850. In 1852, Jones left Cambria to study architecture with Lucas Bradley of Racine (Bradley had had a successful architectural practice in St. Louis, Missouri before moving to Racine). Jones apprenticed with Bradley until 1855, returning to Cambria to set up his own architectural office in 1856. During his early years in Cambria, Jones designed many buildings there including the Chatwood Hotel and the Welsh C.M. Church. Although centered in Cambria, Jones also worked for architects in Chicago and St. Paul, Minnesota as well.

In March of 1873, Jones moved to Madison and set up an office at 23 W. Main St. (non-extant). During his years in Madison, Jones designed numerous commercial buildings, private residences, and public buildings and churches, both in Madison and elsewhere in the state, primarily in the southern part. From 1880-1881 Jones also maintained a branch office in Racine, an office that was later taken over by his student, James G. Chandler. Especially notable during Jones' tenure in Madison was the series of excellent buildings that he designed for the State of Wisconsin. In fact he [Jones] was the main architect for the State of Wisconsin between the years 1873-1885. It was while working for the State that Jones' career suffered its greatest setback, when, in 1885, the \$200,000 South Wing addition of the State Capitol that Jones had designed and whose construction he was superintending, collapsed suddenly, killing several workmen. Even though he was not charged with negligence, Jones' career was seriously damaged. He subsequently sold his office to a student, Owen J. Williams, in 1885, and returned to Cambria where he continued an active practice until not long before his death in 1915.

Statement of Significance - page 2

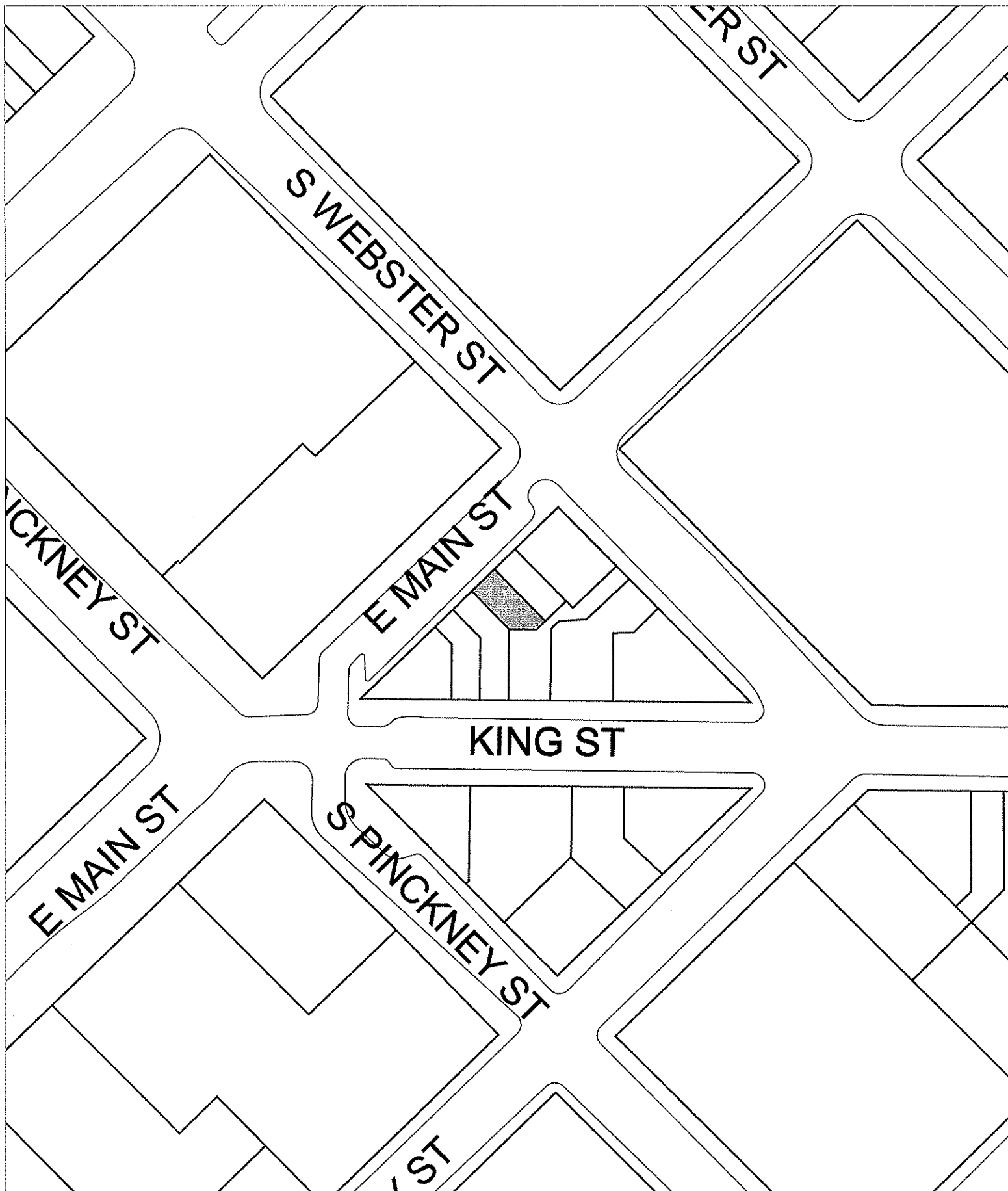
Jones's career was a significant one in terms of the buildings he designed, many of which, unfortunately, have now been lost. Of those that survive in Madison, two of the most prominent are located on the University of Wisconsin campus -- the Washburn Observatory and Music Hall, both of which were built in 1878-1879. Very few of the commercial buildings in Madison that Jones designed have survived, however, and of these few, the building he designed for Philip Schoen is one of the finest.

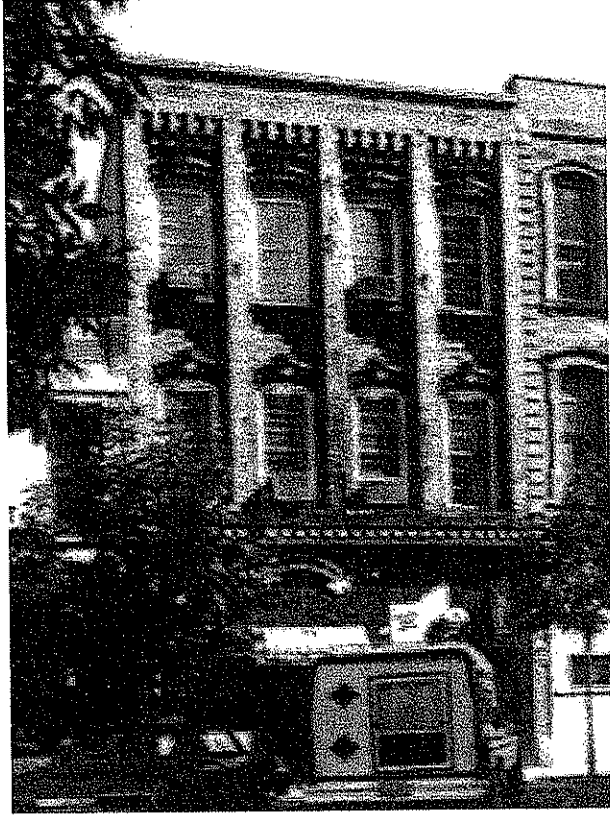
An especially notable feature of the design of the Schoen building is its use of Madison sandstone to cover the main facade. By 1875, sandstone had fallen out of favor as a preferred material to face commercial buildings in Madison. It is possible that its use here represents the attempt by the architect to create a facade that was in keeping with the solid ranks of sandstone-clad facades to the right (southwest) of the building and around the corner on King Street.

Fortunately, the Schoen building has recently been the subject of an excellent restoration that has returned its exterior to its original appearance.

The Philip Schoen building is already listed in the NRHP as part of the Simeon Mills Historic District.

117 E MAIN ST





1981 file photo