

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

*Name of Building or Site  
Common Name*

*Historic Name (if applicable)*

King Street Arcade

King Street Arcade

*Location  
Street Address*

*Aldermanic District*

107-113 King Street

District 6

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

Building

*Zoning District*

*Present Use*

PUDSIP

Retail/Offices

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

J. Richard Fritz

*Street Address*

*Telephone Number*

P. O. Box 6067  
Madison WI 53716

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

*Legal Description*

0709-242-0304-8

Part of Lots 1 & 2, Block 104,  
Original Plat, described as

follows: Certified Survey Map No. 6758 recorded in Dane County Register of Deeds in Volume 33, page 304 of Certified Surveys.

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

Excellent

*Altered or Unaltered?*

*Moved or Original Site?*

Exterior essentially intact but windows have been altered.  
Interior is also essentially intact as well.

Original Site

*Wall Construction*

Stucco over building tile

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

*Historical Data*

*Original Owner*

J. N. Hobbins

*Architect or Builder*

Charles Huart

*Date of Construction*

1927

*Original Use*

Retail Stores/Offices

*Architectural Style*

Twentieth Century Commercial

*Indigenous Materials Used*

not applicable

*List of Bibliographical References Used*

*Capital Times*, March 11, 1927.

City of Madison Real Estate Tax Rolls.

Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington D.C.: The Preservation Press, 1987.

*The Master Builder*, March 1927, p. 32.

Madison City Directories, 1925-1939.

Sanborn-Perris Co. Fire Insurance Maps of Madison, WI. New York: Sanborn-Perris Map Co. 1908, 1942.

*Form Prepared By*

*Name and Title*

Timothy F. Heggland

*Organization Represented (if any)*

Department of Planning and Development

*Address*

6391 Hillsandwoods Rd., Mazomanie, WI 53560

*Telephone Number*

608-795-2650

*Date Nomination Form Was Prepared*

September 7, 2001

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

*Describe Present and Original Physical Construction and Appearance.*

The still largely intact King Street Arcade building was built in 1927. It is the only Madison example of a building type that was more typically found in much larger cities during this period. Arcades of this type are usually large buildings that contain multiple rental spaces organized around a covered and sky lit inner court. The King Street Arcade building, while a relatively small example of this type, is also an unusual one due to the complexity of its site. Placed in the center of a triangular block that is bounded by King, S. Pinckney and E. Doty streets, and located just a half block from the Capitol Square, the two-story Arcade Building has a principal facade facing north onto King Street and a secondary principal facade facing southwest onto S. Pinckney Street. In addition, when the new building was built, two older buildings were demolished for the purpose that had both been bordered by other buildings that remained in place after the demolition was complete. This gave the new Arcade Building a five-sided site having exposure on two sides of the block and adjoining buildings on its three remaining sides. Consequently, organizing a satisfactory arrangement of retail spaces within the five-sided envelope that resulted meant that the interior space had to be arrayed around a dogleg-shaped interior court that was lit by a large skylight above.

The two main facades of the King Street Arcade building are both organized into linear arcades (an arcade of this type being a series of arches supported on piers or columns) that consist of two-story segmental-arched bays that are separated from one another by two-story paneled pilaster strips. The King Street facade of the building is four-bays wide, the S. Pinckney Street facade two-bays-wide. The wall surfaces that enframe these bays are covered in stucco and rise to a tall parapet that hides the roof from view. The first stories of three of the four King Street bays contain large rectangular openings that are each filled with a storefront that has a canted and centered entrance flanked by display windows. The first story of the fourth bay (the second bay from the left) consists of another rectangular opening that contains the now recessed main entrance to the inner court.

Placed in the second story of each of these four bays and separated from the first story by a stucco-coated spandrel is a large segmental-arched window opening that contains three large windows, above each of which is a three-light arched transom. The same design is also used on the two-bay S. Pinckney Street facade as well, with the left-hand bay of this facade containing the now recessed main entrance to the inner court.

Over the years since it was built the exterior of the King Street Arcade has undergone a number of mostly cosmetic exterior changes that have since been largely reversed by an extensive recent renovation and restoration project. As part of this renovation, all of the windows on the King Street facade and all of the much altered first story storefronts were replaced with modern equivalents that approximated the appearance of the originals. As a result, this facade now looks more like it did originally than it has for several decades. In addition, the inner court has also been renovated. As part of this project, the paint that once covered the large skylight that admits natural light into the court was removed and the broad staircase that leads to the second story was once again made the centerpiece of the space. Consequently, the King Street Arcade is beginning to wake up from its long slumber and is once again becoming a vital part of Madison's downtown commercial life.

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

*Significance of Nominated Property and Conformance to Designation Criteria.*

The King Street Arcade Building represents a unique property type in Madison. It was designed to house a group of smaller stores within it that each would open onto the two streets bordering the building and also onto an inner two-story covered court or arcade. Today, of course, buildings using this concept are commonplace but in 1927, when the King Street Arcade was built, only the largest cities could boast of such buildings. The King Street Arcade is therefore believed to be eligible for designation as a Madison Landmark under Criterion 3, as a unique property type in the city and as a fine, largely intact example of the twentieth century commercial style. The King Street Arcade is also the only identified Madison work of architect Charles Huart.

The King Street Arcade was built in 1927 as an investment by Madison realtor J. N. Hobbins, a member of one of Madison's oldest families. In March of 1927, the demolition of the buildings that had previously occupied the site began and a notice in the monthly *The Master Builder* magazine had the following to say about the project:

Construction will be started soon on the King St. Arcade, a new Madison business building which will house twenty-three concerns. The arcade will have a frontage of 78 feet on King St. and 45 feet on S. Pinckney St. It will be two stories high. A huge sky-light roof will cover the entire length of the structure. The building will be put up by J. N. Hobbins, realtor. He has engaged the services of Charles Huart as architect. From nine to ten business establishments can be accommodated on the ground floor and about fourteen on the second.

Why Hobbins chose Charles Huart, who was not a local practitioner, to be his architect is not known nor is anything more known about Huart other than this project. Regardless of the reasons, though, Huart turned out a capable design considering the oddly shaped lot he was given, and the new building was opened later in the year. The exterior design of the King Street Arcade building is a good example of what Richard Longstreth, in his ground-breaking book entitled *The Buildings of Main Street*, called an "arcaded block." which he defined as follows:

Characterized by a series of tall, evenly spaced, round-arched openings extending across a wide facade with no separate bracketing elements at the ends, the arcaded block is generally two or three stories high. The type is ultimately derived from loggias—great arcaded porches—built in Italian cities during the Renaissance. Most arcaded blocks date from the first three decades of the 20th century. They were designed primarily for banks and large retail stores.

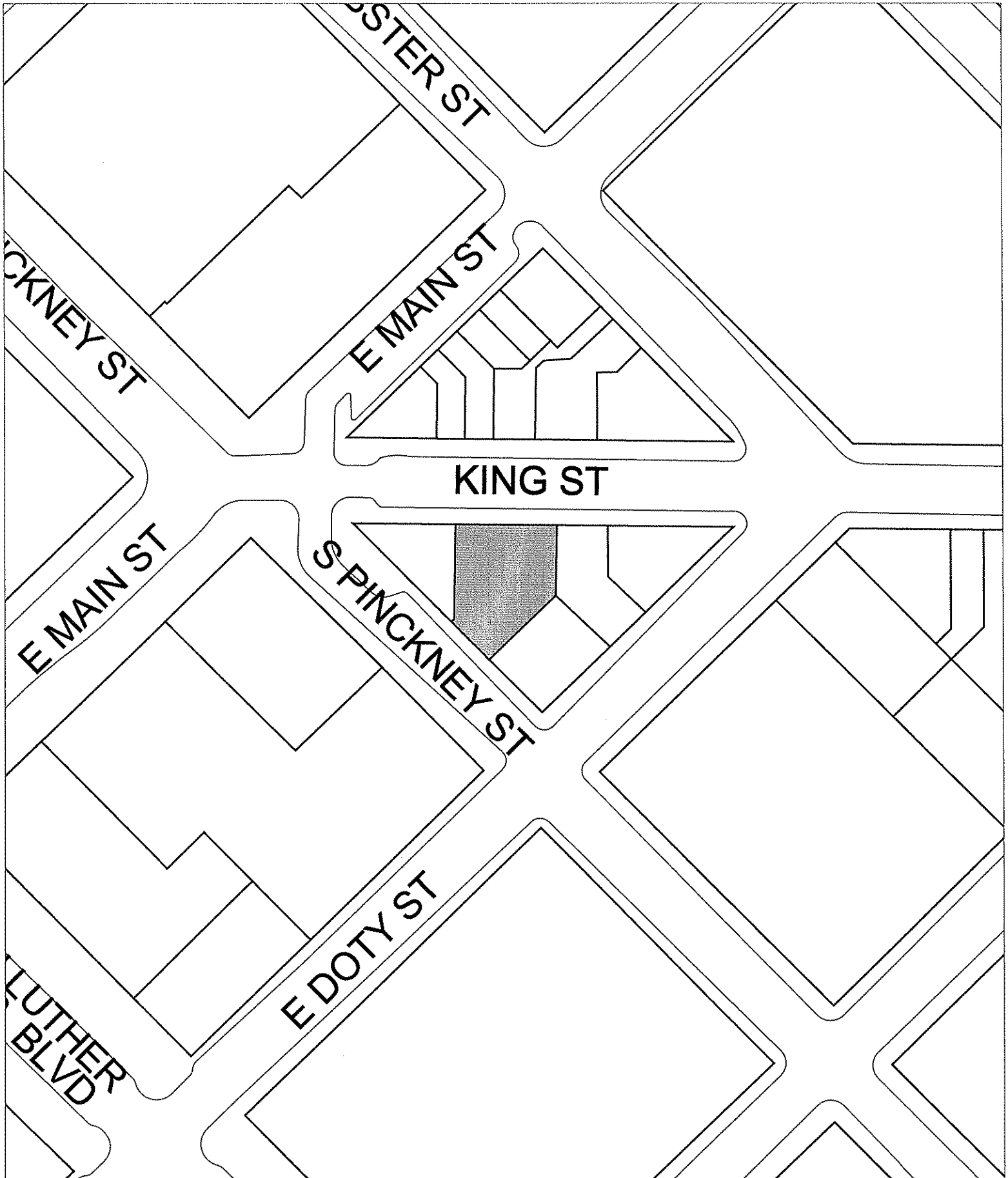
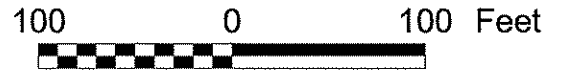
The building type itself was new to Madison as well. An arcade is a covered walk or passageway that is lined with shops or offices on one or more levels. Grand examples had been built throughout the major capitols of Europe and in America's larger cities during the nineteenth century. Viewed as a real estate venture, an arcade of the King Street type is essentially a large building whose space is organized around an indoor court that has been roofed over with one or more skylights. This space is then divided into smaller units that are rented to individuals and companies for retail outlets and offices, much like today's shopping malls.

*Statement of Significance - page 2*

Just how successful the new building was as an investment is not known, but opening just two years before the onset of the Great Depression meant that the building did not reach its full potential until the advent of World War II. It was designed for a time when Madisonians did most of their shopping downtown, which proved to be a liability as shopping gradually shifted to the new suburbs that began to ring Madison after the war. Since the war, the building has had a wide variety of tenants but in general, retail stores tended to occupy just the first floor while the second floor was given over to offices and non-retail commercial operations such as hair styling salons, music studios, and the like. Parts of the first story have also been historically connected to businesses that were headquartered in the building next door at 101 King Street such as Norris Lea Furs and the Capital City Bank, which occupied some of the first story space by 1931. The bank's president at that time was William J. Hobbins, a possible relative of the owner.

Today, thanks to an excellent recent renovation that has replaced missing storefronts on the King Street facade, opened up the painted-over skylights, and spruced up the faded interior spaces, the King Street Arcade is once again operating much as its original owner intended. It is positioning itself to be a participant in the commercial rebirth that is currently transforming Madison's downtown.

# 107 - 113 KING ST





1981 file photo