

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

Name of Building or Site
Common Name

Historic Name (if applicable)

Madison East High School

East Side High School

Location
Street Address

Aldermanic District

2222 E. Washington Avenue

Twelfth

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

Building

Zoning District

Present Use

R4

high school

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

Madison Metropolitan School District

Street Address

Telephone Number

545 W. Dayton Street
Madison, WI 53703

663-1607

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

Legal Description

0710-064-2413-0

Section 6, T7N, R10E, beginning on northwest line of East Washington Avenue 33-feet northeast of east corner of Block 318, Madison Square-Riley Plat, thence northwest along Fourth Street to southeast line of East Johnson Street, thence northeast on said street about 478-feet, thence southeast to northwest line of East Washington Avenue, thence southwest on said avenue about 478-feet to Point Of Beginning. Also the southeast 66-feet of Lots 3 and 4, Block 6 and all of Block 7, Washington Park and vacated street lying between said Blocks 6 and 7.

Condition of Property

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

excellent

Altered or Unaltered?

Moved or Original Site?

altered

original site

Wall Construction

brick

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

Historical Data

Original Owner

City of Madison

Original Use

high school

Architect or Builder

Frank Riley, architect

Architectural Style

Collegiate Gothic

Date of Construction

1922 with several later additions

Indigenous Materials Used

not applicable

List of Bibliographical References Used

"Begin Work Within Few Days on Madison's New Million Dollar High School Building on East Side," *Wisconsin State Journal* (Madison, WI), 3 July 1921.

Brinkman, Phil. "School Remembers Triumphs, Struggles," *Wisconsin State Journal*, 16 October 1997.

Individual site file for 2222 E. Washington Avenue. Available at the City of Madison Planning Department, Madison, WI.

Madison Schools Vertical Files. Madison Public Library, Madison, WI.

McPike, Milton. Madison East High School Principal. Interview with Traci E. Schnell, 21 September 2001. Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

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

Rankin, Katherine H. and Timothy Heggland. *Madison Intensive Survey*. Prepared for the City of Madison and the Historic Preservation Division, State Historical Society of Wisconsin (1995).

Ross, Pete, et. al. "Madison East High School: Seventy-Five Years of Excellence," (1997). Copy available at Heritage Research, Ltd., Menomonee Falls, WI.

Sanborn Map Company. *Sanborn Fire Insurance Map, Madison, WI*. New York: Sanborn Map Company, 1923, 1942, 1942 (updated to 1951).

Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*. 3 vols. Madison, WI:
Historic Preservation Division, State Historical Society of Wisconsin, 1986.

Form Prepared By

Name and Title

Brian Faltinson, consultant and Katherine Rankin, preservation planner

Organization Represented (if any)

Madison Landmarks Commission

Address

Telephone Number

215 Martin Luther King, Jr. Blvd.

608-266-6552

Date Nomination Form Was Prepared

September, 2002

Landmarks Commission

LANDMARKS AND LANDMARK SITES NOMINATION FORM (3)

Describe Present and Original Physical Construction and Appearance.

Madison's East Side High School (currently known as Madison East High School) is situated along the northwest side of E. Washington Avenue (which runs southwest/northeast) amidst an entirely residential neighborhood with one vacant commercial building to its southwest, across N. Fourth Street. The lot, which consists of 10.9 acres, is enclosed by a modern metal fence along its southwest and northwest boundaries, in the vicinity of the tennis courts and the practice field. The property consists of six elements; only the school of which is considered to be historically significant.

High School

This Collegiate Gothic Revival style school building is comprised of five distinct periods of construction and includes the following: an original, 1922 main block (facing E. Washington Avenue); a 1925 auditorium and gymnasium addition (located at the rear center of the main block); a 1932 wing addition (facing N. 5th Street); a 1938-39 manual arts addition (immediately behind the 1932 wing addition); and the 1962-63 addition which consists of a traditionally-designed block of classrooms attached at the north end of the main block, as well as a modernistic wing along N. Fourth Street.¹

Consisting of a ground floor and three upper levels (first, second and third floors), the original block of this structure is dominated by a central entrance tower constructed of stone. This primary entrance consists of a multi-centered pointed stone arch which surrounds a series of three glass doors topped with a tympanum of steel tracery and glass. Ornamental stone tracery surrounds the portal which is surmounted by the raised stone words "East Side High School." The second floor of the tower features a series of two rows of five, six-light, round-arched windows and additional stone ornamentation, while the third level carries two rows of three, round-arched windows. The uppermost area of the tower features a small, rectangular window to either side of the central stone tracery, while the parapet terminates on all four sides with a central ornament and minaret-like tower at each corner.

A crenellated parapet tops the flanking wings and a stone water table runs both below the first-floor and above the third-floor windows. Fenestration throughout the main block consists of

¹It is clearly evident that the two-story, contemporary wing with the brick and gravel-like veneer was built in 1963, as its dates stone indicates as much. However, it is not immediately clear as to when the four-story southwest addition was constructed. Despite the historic appearance of the southwest wing, Sanborn maps indicate that this block was not built prior to 1951. Furthermore, an historic photograph included in a booklet written by retired East Side High School faculty indicates that the subject four-story block was indeed not extant prior to the Fourth Street addition, which occurred in 1962-63. Sanborn Map Company, *Sanborn Fire Insurance Map, Madison, WI* (New York: Sanborn Map Company, 1923, 1942, 1942 [updated to 1951]); Pete Ross, et. al. "Madison East High School: Seventy-Five Years of Excellence," (1997), 17, Copy available at Heritage Research, Ltd., Menomonee Falls, WI.

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banks of rectangular, symmetrically arranged, multiple-light sash windows with stone trim. Specifically, each wing consists of five bays of windows. Beginning from the tower and moving outward, they are arranged as such a bank of three windows along all four levels; a singular window along the third floor; a bank of four openings along all four levels; a singular window along the third level; and another grouping of four openings along all four levels. The area between the levels of windows is brick, except for the area between the second and third floors, which is filled with stone. Each end of the main block is canted and extends to the south and the east; each of these canted wings feature paired openings along the first, second and third floors (to the front and back), while the "end wall" carries two banks of three windows each along each of the upper three floors (the basement level is devoid of fenestration). A glass and brick greenhouse addition extends from the first floor of the southeast canted wing end wall. All window sash are modern replacements that imitate the look of the original wooden, single-glazed windows. A few of the openings of the canted wings are infilled with stone.

Moving counter-clockwise around the building, the next block was erected in 1932, and is considered the N. Fourth Street wing. This wing can be broken down into five sections. The first section is oriented on an angle toward the corner of E. Washington Avenue and N. Fifth Street) and displays a projecting entrance tower which includes a smaller version of the multi-centered arch entrance seen along E. Washington. Each of the three levels above the doorway carries a pair of sash windows with stone surrounds. The wall space north of the entrance consists of a bank of five windows along each of the four levels; a pair of the first-floor openings are infilled with stone. This first section terminates at the north with a tower-like unit, from which the second section of the 1932 addition projects.

This highly detailed, second portion consists of a ground, first and second floor and is topped with an ornate, crenellated parapet trimmed with stone. Both the south, north and east facades of this section are similar in design; however, the east elevation is two-and-one-half times the width of the north and south facades and includes a central, projecting bay constructed of stone and which features two rows of five windows along both the first and second levels. Basically, the north and south facades of ground level each carry a series of four sash windows, while the east elevation features two pair of four windows. The first level features two groupings of two rows of six arched openings (to the north, south and east); the lower of which are blind (infilled with stone) along the south, while the upper level of the south facade and both levels of the north elevation consist of six-light sashes. The second level (along all three elevations), which is topped and underscored by stone trim with tracery (including a pair of blind arches), features two groupings of two rows of four, round-arch window openings. Finally, the east elevation is anchored at each end by stone minaret-like towers, similar to those along the primary entrance tower.

Like the previous section, this highly ornate, second portion is anchored to the third section via a tower-like unit. This third portion of the angled, 1932 addition is nearly identical to the previously described first section and features a entrance tower, while the remaining three floors carry a pair of sash windows. The wall space in between the two, tower-like units consists of a

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bank of five windows along all four levels. The final, angled section of the 1932 addition projects slightly from the section preceding and features two banks of three windows along all four floors.

The final section of the 1932 addition is parallel to N. Fifth Street and consists of seven bays. The first bay is narrow and features pairs of stacked, round-arched openings along each level; the first floor examples of which include six-light panes, while the remainder are blind arches. Of the remaining six bays which are divided by stepped buttresses, fenestration varies along the ground level. The second bay carries a bank of four windows and a doorway; the fourth includes a pair of steel doors; the fifth and sixth feature an overhead garage door; while the third and seventh are devoid of fenestration. The three upper floors of all six remaining bays carry a series of five sash windows with stone surrounds.

The center of the northwest elevation of the 1932 addition features a compound arch with an inset, original, wooden door. Remaining ground level wall space carries four, regularly spaced, paired and stacked, round-arch openings. The remaining three levels carry a bank of three windows with stone trim. A variety of sash windows are barely visible along the rear of the 1932 addition.

The two-story manual arts facility or “shop wing” is situated southwest of the 1932 addition. Two overhead garage doors and a variety of windows and ventilation openings are located along the lower level, while three rectangular, nine-light windows occupy the upper story.²

Continuing southwest, the next significant block that is visible along the exterior is that of the 1925 gymnasium wing. A one-story breezeway area with modern glass and metal doors fronts the two-story gym. Stepped buttressing is barely evident above the one-story wing; a single, pointed-arch, thermopane window rests in between each buttress. Like the main block, this wing is topped with a crenelated parapet trimmed with stone. A series of concrete stairs lead to an outdoor plaza area, which fronts the rear of the gymnasium.

The westernmost portion of the school’s rear facade consists of the 1963 addition. This northwest elevation, as well as the southwest facade of this wing, is both one and two stories in height and is devoid of window openings and ornamentation; however, two pair of modern doors are located along the southwest wall.

The central portion of the 1962-1963 wing is two stories in height and is sheathed with brick. The south wall of this block features a series of angled windows along both floors, with the space in between being sheathed with a stone/gravel-like veneer. The 1963 date stone is evident along this elevation. The east wall of this wing features a bank of three windows along each level. This two-story wing is attached to a four-story brick wing via a two-story entrance; the top level of

²Sanborn maps from 1942 indicate that the manual arts area was constructed in 1931 and an addition was made in 1939, *Sanborn Fire Insurance Map, Madison, WI* (1942).

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which is a skywalk between the buildings.

Finally, the easternmost portion of the 1962-1963 wing replicates that of the main block and the 1932 addition in that it features banks of symmetrically arranged fenestration (each of the five bays consists of groupings of four sash windows on all four levels); however, this portion does not feature a crenellated parapet.

The exterior of the main block has been altered by the addition of various wings from 1925 to 1962-63, with all but the western half of the 1962-1963 addition being sympathetic to the original structure. The original floor-to-ceiling windows in the gymnasium were altered in size and replaced with thermopane windows and the entire structure's original, wooden, multiple-light sashes were replaced with modern, replica examples. All exterior doors were replaced with modern, glass or steel examples, except for the original wooden door located at "Entrance #8."

The interior of the original, 1922 block consists of classrooms and offices--including the main office--and the original terrazzo floors remain intact. Original terrazzo floors are also located in the 1932 and 1938 wings. Interestingly, a single staircase, located along the west portion of the structure, features a single, yellow/gold terrazzo star on two of its landing areas. No other interior detailing is evident throughout the building.

Much of the building's interior was altered in the early 1970s. The most significant of those alterations was the reduction in size of the hallways to accommodate larger classrooms and altering the original ceiling height with drop ceilings. All but one original, interior wooden door (located across from the main office on the first floor) were replaced with modern examples during this extensive hallway/classroom renovation. The areas that were originally open to the outside--that is the area between the wing along N. Fifth Street and the auditorium and gymnasium, and between the N. Fourth Street wing and the auditorium and gymnasium, were enclosed and topped with skylit roofs. This area now consists of a "forum" area, and the areas called the east and west mall--which are essentially commons areas where lockers are now located. Also, the auditorium has been halved in size and the east half is now utilized as two classrooms.

Practice Field (ca. 1960s):

A practice field, devoid of any structures, is located at the north corner of the parcel, just northwest of the central field house.

Tennis Courts (ca. 1960s):

A series of tennis courts occupy the west corner of the school property.

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Fence (ca. 1960s):

A modern metal fence outlines both the northwest end of the practice field, as well as the tennis courts.

Field House (1972):

This rectangular building is situated behind the gymnasium; an outdoor mall area separates the two buildings. Constructed of concrete and faced with brick, this building is devoid of windows; however, the elevations feature a series of human-scale doors throughout, as well as an overhead garage door along the southwest facade.

Signage

A modern, brick sign carries the name of the school--Madison East High School--as well as a changeable, marquis-like sign for current events.

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

Significance of Nominated Property and Conformance to Designation Criteria.

East Side High School (currently known as Madison East High School) represents a significant commitment by the City of Madison to its educational system. Architecturally, the high school is an excellent example of the Collegiate Gothic style of architecture as designed by noted Madison architect Frank Riley. It is one of Riley's finest works and probably one of his largest commissions. The building displays a high degree of architectural integrity and character. It therefore meets criteria 1, 3 and 4 of the Landmarks designation criteria (Sec. 33.01(4) of the Madison General Ordinances) for its historic and architectural significance.

The general history of the City of Madison and its educational system is outlined in Mollenhoff's *Madison: A History of the Formative Years* (1982). Briefly summarized, the Wisconsin Territorial Legislature in 1836 selected the recently platted town site as the location of the new state capital. Despite its selection, the settlement grew slowly until entrepreneur Leonard Farwell and the arrival of the Milwaukee & Mississippi Railroad sparked significant commercial and residential development. The settlement incorporated in 1856 as the City of Madison.

One year later the first public school buildings were constructed in the city; however, it was not until after the Civil War that education received a consistent fiscal commitment by the city. By 1873, Madison had primary schools in every ward and embarked upon the construction of a 300-person high school. At the turn-of-the-century tremendous growth in population forced the city to expand its cramped educational system. In addition to the erection of several primary schools, the city in 1908 constructed the 900-student Central High School. While the facility provided immediate relief to school overcrowding, dramatically increasing enrollments and the general geographical expansion of the city necessitated the later construction of additional high school facilities. In 1920, the city's Board of Education began to study building new high schools on both the east and west sides of Madison.³

The first of these two facilities to be considered was the one to be located on Madison's east side. The location of the city's industrial base, the east side had undergone tremendous growth and was the home to much of the city's turn-of-the-century immigrant population. In December 1920, the Board of Education purchased a school site along E. Washington Avenue between Fourth and Fifth streets from George Steinle at a cost of \$60,000. Soon thereafter, the board hired noted architect Frank Riley to design the facility.⁴

Born in Madison in 1875, Frank Riley studied civil engineering at the University of Wisconsin

³David Mollenhoff, *Madison: A History of the Formative Years* (Dubuque, IA: Kendall/Hunt Publishing Company, 1982), 49, 124-27, 155, 374; Pete Ross, et. al. "Madison East High School," 1.

⁴Ross, et. al., "Madison East High School," 1; "Begin Work Within Few Days on Madison's New Million Dollar High School Building on East Side," *Wisconsin State Journal* (Madison, WI), 3 July 1921.

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before attending MIT's architecture program in 1897. Between 1900 and 1911, Riley worked at several of Boston's leading architecture firms and also began his own practice. Between 1911 and 1914, he lived in London and Germany; however, only one year of the trip was spent working as an architect. In 1914, Riley returned to Madison and set up his own architecture firm at 24 E. Mifflin Street. While in Madison, Riley primarily designed residences that demonstrated the Colonial Revival and Neoclassical styles, including what is now the Governor's Residence in the Village of Maple Bluff. Riley also designed several important, non-residential, Madison landmarks including the Madison Club located at 5 E. Wilson Street and Kessenich's Department Store at 201 State Street. He is considered to be one of the city's finest architects whose work is characterized as being beautifully proportioned, incredibly refined and stylistically accurate. Riley died in 1949.⁵

Riley based the school's design upon the buildings of England's Oxford University. He believed that a school building should be more than a box, but one, when constructed in an imposing and ornate way, that could actively contribute to the education experience itself. Riley's original design called for a main block with canted wings on each side and a large auditorium/gymnasium complex in the rear. It was designed to hold 1,800 students. However, the school board only had enough money to fund the main block (which could house 600 students). It was finally decided to construct the building in phases as money became available. Construction began in July 1921 with A.D. and J.V. Frederickson being the general contractors. It was completed in September 1922.⁶

By May 1922, Foster Randle was hired to be the school's first principal. Randle, a graduate of DePauw University in Greencastle, Indiana, had taught at many locations throughout the Midwest before becoming a principal in Fond du Lac in 1920. He served as East Side High's principal until he retired in 1954. When the school opened for the 1922-23 school year, Randle had been joined by a staff of thirty-six teachers and a student body of 647. The curriculum that first year was identical to Central High School and consisted of an English, mathematics, history and science core surrounded by elective courses that included stenography, bookkeeping and manual arts. Extra curricular activities consisted of football, basketball, *Tower Tales* yearbook, *Ei-Si-Hi* (now known as *Tower Times*) newspaper, theater and band.⁷

Over the next fifteen years, Riley's original plan for an expansive school complex was implemented. In 1924, the school board adopted Riley's plans for a gymnasium and auditorium wing; it was built by the Immel Construction Company and dedicated in January 1926. By 1930,

⁵Katherine H. Rankin and Timothy Heggland, *Madison Intensive Survey*, Prepared for the City of Madison and the Historic Preservation Division, State Historical Society of Wisconsin (1995), 179-81.

⁶Ross, "Madison East High School," 1-4; "Begin Work Within Few Days on Madison's New Million Dollar High School Building on East Side,"

⁷Ross, "Madison East High School," 3-4.

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the school had an enrollment of 1,142 in a facility designed for 750. During that year, the board again contacted Riley to plan an addition that would allow the building to become a junior-senior high school. The new addition faced Fifth Street and was completed in 1932 at a cost in excess of \$500,000. Besides classrooms, it possessed an enlarged library, two physical education rooms, music room, science labs and a cafeteria. With the completion of the addition, the school had a capacity of 2,000 students. In 1934, the school received a \$26,000 grant by the Civil Works Administration to build an athletic field on the grounds. When completed in 1936, the complex consisted of a football field, running track, eight tennis courts, baseball diamond and field hockey field. A final addition to the manual arts training facility was completed in 1939.⁸

Throughout the 1920s and 1930s, school life at Madison's East Side High continued to evolve with the organization of additional extra-curricular activities, the institutionalization of traditions and the development of rivalries with other schools. The school emerged as a strong presence in the East Side community. This was evident during World War II when a number of students participated in the local war effort through volunteerism and promoting patriotism and various drives. The 1950s was a period of transition for East Side High with most of its original staff, including Principal Foster, retiring. Throughout this period, enrollment continued to grow and in 1962-1963, the building received a \$1.8 million addition adjacent to Fourth Street. Designed by Flad & Associates, it possessed twenty classrooms, a pool, gymnasium, band and choir rooms and a cafeteria. This addition arrived just in time to house the upcoming baby boom generation.⁹

In 1972, East Side High returned to being exclusively a four-year high school yet it still achieved its highest enrollment ever with 2,794 students. In order to accommodate these numbers, the school was completely renovated and much of its interior layout altered. The field house was also constructed at this time. Meanwhile, the nation's societal and economic troubles were also apparent within the school. During the period, it experienced increasing racial tension, a teachers' strike and ever larger numbers of poor, non-English speaking students. During the 1980s, however, strong leadership by the administrative and teaching staffs reinstated East Side High's tradition as an excellent academic school with a well-rounded and active student body. A fact which is recognizable today in that this year the school has fourteen National Merit Scholars (one per school is considered to be impressive) and is the site of state-of-the-art career and tech centers, the latter of which includes flight simulators.¹⁰

Madison's East Side High School is a fine example of Collegiate Gothic design. The style, a sub-category of Neo-Gothic, was most popular between 1900 and 1940. Intended to recall the

⁸Ibid. 5-8.

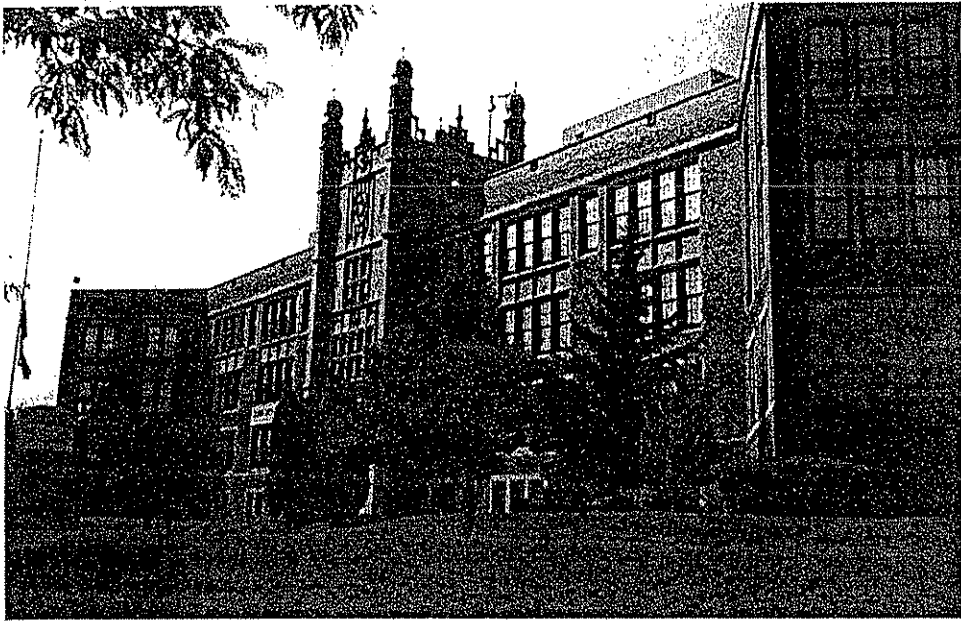
⁹Ibid., 9-20.

¹⁰Ibid., 20-33; Milton McPike, Madison East High School Principal, Interview with Traci E. Schnell, 21 September 2001, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI; Phil Brinkman, "School Remembers Triumphs, Struggles," *Wisconsin State Journal*, 16 October 1997.

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medieval universities of England, the Collegiate Gothic style--as the name implies--was most frequently used for the design of educational facilities. The subject high school features rectangular massing, largely symmetrical fenestration, a "keep-like" entrance, and stone ornamentation including finials, tracery and both window and door trim; all these elements are characteristic of the style as noted in *Cultural Resource Management in Wisconsin*.¹¹

¹¹Wyatt, ed., *Cultural Resource Management*, vol. 2, Architecture, 2/31.



EAST HIGH SCHOOL

Location: *Madison East High School, 2222 East Washington Avenue*

