

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

**I. Name of Building or Site**

(1) Common

Fladen House

(2) Historic (if applicable)

Hyer's Hotel

**II. Location**

(1) Street Address

854 Jenifer Street

(2) Ward (available @ City Clerk)

Sixth

**III. Classification**

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

Brick Residence

(2) Zoning District

R-4-A

(3) Present Use

Residence plus 2 rental units

**IV. Current Owner of Property (available at City Assessor's office)**

(1) Name(s)

Gerald Duane Fladen

(2) Street Address

854 Jenifer Street

(3) Telephone Number

257-0568

**V. Legal Description (available at City Assessor's office)**

(1) Parcel Number

0709-134-1431-7

(2) Legal Description

**VI. Condition of Property**

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

Very Good

(2) Altered or Unaltered?

Altered, Somewhat

(3) Moved or Original Site?

Original Site

(4) Wall Construction

Three Layers of Brick

(5) On a separate sheet of paper, describe the present and original physical construction and appearance (limit 500 words).

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

VI.(5) Describe Present and Original Physical Construction and Appearance:

Hyer's Hotel, 854 Jenifer Street - 1854

The Hotel originally consisted of most of the present brick structure at 854 Jenifer Street, a frame wing extending along Paterson Street behind the brick structure and a large stable mid-block on Paterson Street behind the Hotel structure.

The brick building on the corner, the oldest part of which dates from 1854 is constructed in the late Greek Revival style of Madison soft 'red' brick. The clay for this early soft brick, which was fired by hand nearby on Williamson Street, is said to have come from the lake shore where B.B. Clark Park is now. The cellar walls are constructed of sandstone rubble lined with brick. The solid brick walls rest on a low sandstone water table; just inches above the ground level on the facade, however, there is a rather steep grade along the side of the building as we progress toward Williamson Street. The walls (all the way up to the attic) are three layers thick, the outer two layers being laid together with mortar, and there being an airspace of 1¼ ins. separating the inside layer, upon which the plaster is applied directly to the brick. The air space is a vapor barrier. The brick work is laid up in the 'Common Bond' that is to say five courses of stretchers and every sixth course headers. The sixth course of headers bonds the two outer layers of brick together, the inner layer only being bonded in an irregular manner.

The chimneys in the brick portion were all contained in the outside walls, and are simply flues within the thickness of the wall itself. Only two of the six remain.

Plain sandstone sills and lintels add to the simple dignity of the structure. A well proportioned cornice supported by graceful brackets and dentils runs as an un-broken band above the second story beneath the flat topped hip roofs of the main portion and wing.

A small porch accents the front entrance with its leaded glass side-and-overlights. And a rather long L-shaped porch complete with brackets and dentils contributes to an over-all pleasing effect of the Paterson Street entrance.

The interior of the house contains some excellent Greek Revival wood-work, with examples of pedimented windows and doorways executed in pine. Ceilings are 10 feet on the 1st floor and 9'8" on the second.

After the fire of 1874 destroyed the frame portion of the Hotel, the original 1854 portion was enlarged and the new wing was constructed to match the original, giving us the building much as we see it today.

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

**VII. Significance**

(1) Original Owner

David R. Hyer

(2) Original Use

Hotel-Tavern

(3) Architect or Builder

David Hyer and  
his brother Hiram

(4) Architectural Style

Late Greek Revival

(5) Date of Construction

1854

(6) Indigenous Materials Used

Madison Brick  
Soft Red - see sample

(7) On a separate sheet of paper, describe the significance of the nominated property and its conformance to the designation criteria of the Landmarks Commission Ordinance (33.01), limit of 500 words.

**VIII. List of Bibliographical References Used**

1. State Historical Library and Archives, Early Maps, Photographs
2. Durrie's History of Madison RE: David Hyer
3. Madison City Directories - Early Hotel Ads, Etc. 1855 and after
4. Marion Jaquish, Family records of hotel keeping
5. Grace Church, Historical Records of David Hyer and Hyer family,
6. Madison Newspapers, Stories, Obituaries.
- 7.
- 8.

**IX. Form Prepared By:**

(1) Name and Title

Gerald Duane (Jerry) Fladen

(2) Organization Represented (if any)

Landmarks Research Committee

(3) Address

854 Jenifer Street

(4) Telephone Number

257-0568

(5) Date Nomination Form Was Prepared

September 22, 1975

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

**VII.(7) Significance of Nominated Property and Conformance to Designation Criteria:**

Hyer's Hotel 1854

"Where hunger finds abundance...  
and the weary find a rest"

David R. Hyer was one of the small band of men to arrive in Madison in 1837 under the employment of Mr. Augustus A. Bird. Their purpose was to build the 1st Capitol Building in this city.

David Hyer also built his 1½ story home near the Capitol and ran it as one of the first boarding houses in the new capitol, a village of about two dozen buildings in 1838. His wife Anna Hyer was the first Episcopalian in Madison (history of Grace Episcopal Church, 1958) and with her husband David are listed as the earliest benefactors of the parish which was later named Grace Church. Anna Hyer is the earliest name to appear on Grace Church records. She died September 2, 1843.

David Hyer subsequently operated a hotel-tavern in Deerfield, Wisconsin. In 1854 he advertised his Hotel in Deerfield for sale, and in the same year returned to Madison and built Hyer's Hotel at Jenifer and Paterson Streets. (Originally known as 17 Jenifer Street. The present numbering system came into use in 1882 changing the address to 854).

Hyer's Hotel is advertised in the 1st city directory published in 1855. Madison, a village with a population of 4,500 in 1854 was not incorporated as a city until 1856.

On December 2, 1855 David Hyer and his second wife Eliza sold Hyer's Hotel, which included the buildings and all of lots 10 and 11 Block 148 to Henry Jaquish for the sum of \$9,000.00. Jaquish continued in the business of Hotel and Tavern keeping until the building was partially destroyed by fire in 1874. Henry Jaquish was quite the entrepreneur, operating the Hotel-Tavern and running a lively livery business in what he called the best stabling accommodations to be found in the city. Room and board at the Hotel was 50¢ per day or \$3.00 per week, as advertised in the 1858 Madison city directory. For a small fee boarders could also have teeth removed at the hand of Henry Jaquish, drink in his saloon and have the horse shod. Jaquish was commissioned to recruit soldiers for the 23rd Regiment Wisconsin Volunteers (Infantry) in the Civil War. As if that weren't enough to stimulate hotel business, he would board soldiers and families who were coming and going from the Soldiers' Orphans Home (Harvey Hospital) located about a block away at Spaight and Brearly. Much of the business at the Hotel saw the boarding of the common laborers of the town, and farmers and the traveling public coming to Madison from the East. Henry Jaquish also bought and sold land through out Dane County, particularly in the Roxbury area.

In March of 1858 Jaquish leased the Hotel and its contents to one Harvey Hill for one year. It is said Jaquish went prospecting in the West to find greater wealth, but returned empty handed.

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

**VII.(7) Significance of Nominated Property and Conformance to Designation Criteria:**

An inventory of the contents, and description of the Hotels 21 rooms, bar room, stable and office has survived to this day. As a result of his unprofitable venture in the west we have an excellent account of the furnishings typical of this type of inn of the 1850's and the monetary value placed upon the same. (copy attached)

A newspaper account of the fire of 1874 explains how the only available water was Lake Monona, and the bank was so steep that the horses had to be disconnected from the fire fighting machinery and the equipment lowered down the bank to the lake by hand. Meanwhile two of the firemen had gone over to the Hotel which was ablaze, went to the saloon in the cellar and got drunk and "behaved in an unseemly manner and were removed of their stripes on the spot"! "All but that portion which is brick was destroyed, including the large stables" The brick portion fortunately was saved, having little fire damage. After the fire, Henry Jaquish repaired and enlarged the original brick portion and used it as his home, and from that time (1874) to the present it has been used as a residence.

Jaquish sold it to Adolph Green,  
Adolph Green sold it to Joseph Kleiner,  
and in 1910 Joseph Kleiner sold it to Arthur Schulkamp.

Arthur Schulkamp grew up in the red brick house directly across the street at 851 Jenifer. He was a sincere philanthropist, and by 1910 was already becoming known in banking and insurance circles. In 1910 Schulkamp was living farther out on the east side, when his father called him up one day and said "the old Hotel you always liked across the street is for sale". Art Schulkamp bought the house at once and lived there until his death October 13, 1972. During his long and successful career he donated several facilities to area establishments: a room in the new public library bears his name, as well as a chapel in St. Patrick's school, funding for a gymnasium, a swimming pool and many others. In 1906 he co-founded Fish and Schulkamp Insurance Co. He was vice-president of the old State Bank of Wisconsin, He was founder and director of the Bank of Madison beginning in 1933 and was a founder of Hilldale State Bank. He was associated with the Board of Directors of Northwestern Securities Co. and the Union Trust Co. He was president of the Wisconsin Insurance Board and received many honors and plaques for his services to local organizations. At his death, he willed 1.4 million, mostly to charities, hospitals, churches, scout groups, Marquette University and friends. During his lifetime, he had contributed in excess of that amount to local institutions.

About 1915 Art Schulkamp and his wife Genevieve made alterations in the old building to make it a large and spacious home. What had been small hotel rooms were doubled in size by removing some walls, a library was installed, formal dining room, etc. At this time he added some French style doors, elaborate lighting fixtures, hardwood floors, etc. This alteration removed the original shutters and small front porch and built a large porch across the front, typical of the style of the times, supported by three Doric columns.

Shortly before his death, however, he wished to restore the original appearance of the building, and had the large porch removed after about 55 years use and a small one rebuilt and shutters again added to the many windows.

On April 23, 1973, 854 Jenifer Street was purchased by the present owner from the Schulkamp estate.

In keeping with the changing times and the neighborhood economics, the present owner has carefully made such alterations to the interior so as to afford a spacious two bedroom townhouse fronting at 854 Jenifer Street and two rental units contained in the rebuilt (1874) rear wing, with entry on Paterson Street. Alterations and repairs are done in such a way as to enhance and preserve the visible architectural changes which represent spacious private residence, and now as a multiple occupancy building.

854 Jenifer Street has recently been included on Historical Madison tours because of its early colorful history as a Hotel, as well as inclusion on the first alternate Parade of Homes tour, as a bold statement to the effect that historically and architecturally significant structures can indeed continue in practical as well as esthetic and educational service for generations to come.

It is the present owners sincere wish that designation as a Madison Landmark will caution future tenants of this historic address to recognize its contribution to the fabric of our community.

9-22-75  
Jerry Fladen