

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

I. Name of Building or Site	
(1) Common P. Lorillard Company Warehouses	(2) Historic (if applicable) American Tobacco Company Warehouses
II. Location	
(1) Street Address 651 West Doty	(2) Aldermanic District 9th
III. Classification	
(1) Type of Property (building, monument, park, etc.) Building	
(2) Zoning District R-5	(3) Present Use Warehouses
IV. Current Owner of Property (available at City Assessor's office)	
(1) Name(s) Findorff Inc.	
(2) Street Address 601 West Wilson Madison, WI 53703	(3) Telephone Number (608) 257-5321
V. Legal Description (available at City Assessor's office)	
(1) Parcel Number 0709-234-1006-6	(2) Legal Description *see attachment
VI. Condition of Property	
(1) Physical Condition (excellent, good, fair, deteriorated, ruins) Good	
(2) Altered or Unaltered? Unaltered	(3) Moved or Original Site? Original Site
(4) Wall Construction Brick	
(5) On a separate sheet of paper, describe the present and original physical construction and appearance (limit 500 words).	

Legal Description

651 W DOTY ST

RCD # PARCEL: 0709-234-1006-6 LOT # 0000 BLOCK # 0000

01 ORIGINAL PLAT, ALL LOTS 1 & 18, PRT LOTS

02 2, 3 & 17, BLCK 27, & PRT LOTS 1 & 2

03 BLCK 28, ALSO UNPLATTED LANDS IN SE 1/4 CLASS: COMMERCIAL

04 SEC 23, T7N R9E, MORE FULLY DESC AS FOL,

05 COM AT MONUMENT LOCATING CENTER OF SD

06 SEC 23, TH S 70 DEG 57 MIN 55 SEC E

07 493.07 FT, TH S 43 DEG 59 MIN 52 SEC E

08 265.26 FT, TH S 45 DEG 49 MIN 36 SEC W

09 197.88 FT, TH S 43 DEG 59 MIN 52 SEC E

10 33 FT TO POB, TH CONT SD BRS 33 FT,

11 TH N 45 DEG 49 MIN 36 SEC E 138.75 FT TO

12 PT OF CUR, TH ON CUR TO RIGHT, RAD

13 2890.56 FT, L/C BRS S 35 DEG 13 MIN 26

14 SEC E 266.23 FT, TH S 45 DEG 58 MIN 41

15 SEC W 97.78 FT, TH S 44 DEG 01 MIN 19

16 SEC E 66 FT, TH N 45 DEG 58 MIN 41 SEC E

17 83.61 FT TO PT OF CUR, TH ON CUR TO RIGHT

18 RAD 2890.56 FT, L/C BRS S 30 DEG 38 MIN

19 58 SEC E 60.24 FT, TH S 33 DEG 39 MIN 30

20 SEC E 334.95 FT TO PT OF CUR, TH ON CUR

21 TO RIGHT, RAD 155 FT, L/C BRS N 89 DEG

22 04 MIN 31 SEC W 48.63 FT TO PT OF CUR,

23 TH ON CUR TO RIGHT, RAD 500 FT, L/C BRS

24 N 82 DEG 22 MIN 42 SEC W 80.63 FT TO PT

25 OF CUR, TH ON CUR TO LEFT, RAD 350 FT,

26 L/C BRS N 84 DEG 00 MIN 12 SEC W 100.45

27 FT, TH N 43 DEG 45 MIN 12 SEC W 874.19

28 FT, TH N 46 DEG E 25 FT,

29 TH S 43 DEG 45 MIN 12 SEC E 299.19 FT,

30 TH N 45 DEG 49 MIN 36 SEC E 111.63 FT

31 TO POB.

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

The older of the two buildings was constructed in 1899 adjacent to the railroad tracks. The building is utilitarian in design and rectangularly shaped. The two-story warehouse has a low stone foundation and cream brick upper stories and a flat roof; the brick is darker and discolored in many areas from age and pollution. The lower story has six truck entrances on the east and west elevations, with three windows between each. There is a continuous shed roof overhang running the length of the building, but this is probably not original. The upper story has six groups of three windows, with two small porthole windows above each group. The windows sit on stone sills and have flat arch lintels above; many of these have been boarded up. Sanborn-Perris maps from the early 1900s show that the six sections of the building were exclusive of each other; there were no doors leading from one to the other on the interior. To get to another part of the building, one had to exit and enter through the truck entrances. There were also raised fire walls between each section and the roof was made of slate or tin. These were all precautions to help prevent the spread of fire which was always a danger with so flammable a product.

The second, and larger of the two warehouses was constructed in 1900, just east of the first. It is a two-story, rectangular building with a raised basement. Like the earlier warehouse it has a stone foundation and cream brick upper stories that are discolored in areas, and a flat roof. This building has only two distinct sections, however; the southern-most section is slightly higher than the northern. The windows of this warehouse are not grouped, rather, they are evenly spaced on both stories, along the entire facade of each elevation. These windows are 4/4, double hung sash, with stone sills and flat arch lintels; a few of these have been boarded up. There are two truck entrances on each of the east and west elevations. There are raised fire walls at both the north and south ends of the building, and between the two distinct section; these fire walls are stepped. There are copper gutters along the roofline of the entire building and downspouts periodically along the facades. The sign "P. Lorillard Company" is still faintly visible on the east facade.

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VII. Significance

(1) Original Owner

American Tobacco Company

(2) Original Use

Tobacco Warehouse

(3) Architect or Builder

Unknown

(4) Architectural Style

Astylistic Utilitarian

(5) Date of Construction

1899, 1900

(6) Indigenous Materials Used

(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. Madison: A History of the Formative Years, Dubuque: Kendall/Hunt Pub. Co., 1982.
2. Sanborn-Perris Maps for Madison, 1902, 1908, 1948
3. Madison Past and Present, Madison: Wis. State Journal, 1902.
4. Cultural Resource Planning Manual, Madison: State Historical Society of WI.
5. Madison City Directories, 1899-1967
6. Madison Tax Rolls
7. Madison City Preservation Planning resource files
- 8.

IX. Form Prepared By:

(1) Name and Title

Tricia Canaday -- Preservation Consultant

(2) Organization Represented (if any)

Madison Trust for Historic Preservation

(3) Address

432 N. Blackhawk Ave., Madison 53705

(4) Telephone Number

(608) 233-2704

(5) Date Nomination Form Was Prepared

9-8-91

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LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

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

Constructed in 1899 and 1900, the two warehouse buildings located at 641-651 West Doty, originally housed the American Tobacco Company, and are historically significant as the home of Madison's largest and most successful tobacco leaf processing operation.

Tobacco has been an important crop in Wisconsin since the 1850s, and from that time through the 1940s, Dane County farmers were the largest producers of the crop in Wisconsin. Because of Madison's location near the rich farmlands of Southern Wisconsin, and being the centering point of nine railroads, it was a logical location for the tobacco sorting and processing industry. Strangely, Madison never dominated that market as other small towns in the state did, but by 1906, warehouses in the capital were sorting and processing about one-third of Wisconsin's tobacco crops and employing about 1000 people.

The American Tobacco Company built their two sorting and processing warehouses near the west rail corridor on Doty Street (the smaller of the two in 1899 and the larger in 1900), and quickly established itself as a significant business and major employer in Madison. Where the entire tobacco processing industry in Madison employed only about 200 people in 1893, by 1903, the American Cigar Company (the company changed it's name that year) itself employed approximately 350 people and had permanently established itself as the largest operation of its type in the Capital City.

Ranging in price from \$.05 to \$.50, cigars were extraordinarily popular in Madison. Turn of the Century statistics estimated that Madisonians consumed approximately 4 million cigars annually; a rate two or three times higher than other Wisconsin cities. By the mid-1910s, however, cheap cigarettes had replaced the cigars' popularity. For the price of one five-cent cigar, one could buy enough tobacco and rolling papers for 10 cigarettes. This change of preference was catastrophic for Wisconsin's tobacco crop and industry, which largely grew and handled tobacco used as cigar wrappers. Most tobacco processing businesses and cigar stores in Madison quickly went out of business.

The exception to this was the pair of tobacco sorting and processing warehouses on West Doty. In 1914, P. Lorillard and Co. purchased the warehouses and by 1916 it had even added to its business, warehouses on South Paterson, South Brearly, and South First Streets. P. Lorillard was the only tobacco leaf processing business to maintain its operation in Madison through the 1910s, and, amazingly enough, was even able to expand; an extraordinary feat during that period of decline for the cigar.

P. Lorillard and Co. owned and operated the two buildings on West Doty as tobacco processing warehouses until the mid-1960s, when the Findorff Co. purchased them. These buildings are, however, two of only three tobacco warehouses that remain of the once very lucrative tobacco business in Madison, and of the many warehouses that were once located on the west rail corridor.