

# Supplementary Listing Record

NRIS Reference Number: SG100003034

Date Listed:

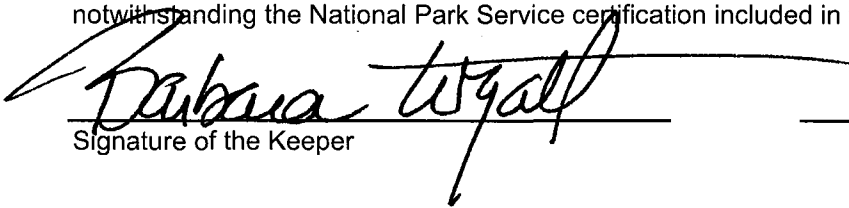
Property Name: Klueter and Company Wholesale Grocery Warehouse

County: Dane

State: WI

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This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper

Date of Action

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Amended Items in Nomination:

The purpose of this Supplementary Listing Record is to correct the nomination as follows:

The summary paragraph of the Statement of Significance states, "Furthermore, the Klueter building was in 2002 officially determined eligible for the National Register for its architectural significance by the Wisconsin Historical Society as a result of a federally funded transportation project" (p. 8-1). Similarly, on page 8-7, the nomination states, "The plan (referring to a development plan) included the retention of the Klueter warehouse building which, in 2002, had been officially determined eligible for the National Register of Historic Places." Both sentences are edited by this SLR to reflect that only the Keeper of the National Register can officially determine a property eligible. In the case of the Krueter warehouse, the Federal agency and the state historic preservation officer "agreed the property met the National Register criteria and therefore was considered eligible for Section 106 purposes" (36 CFR 800.4(c)(2)). Official determinations of eligibility are only made by the Keeper of the National Register pursuant to 36 CFR 63.2; however, it is significant in terms of this nomination that the SHPO and the Federal agency agreed that the property meets the National Register criteria and, therefore, appeared eligible for Section 106 purposes.

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The WISCONSIN SHPO was notified of this amendment.

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**DISTRIBUTION:**

National Register property file

Nominating Authority (without nomination attachment)

Wisconsin Word Processing Format (Approved 1/92)

SG 30341

United States Department of Interior  
National Park Service



National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Klueter & Company Wholesale Grocery Warehouse  
other names/site number \_\_\_\_\_

2. Location

street & number	901 East Washington Avenue	N/A	not for publication
city or town	Madison	N/A	vicinity
state	Wisconsin	code	WI
county	Dane	code	025
zip code	53703	zip code	53703

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets \_ does not meet the National Register criteria. I recommend that this property be considered significant \_ nationally \_ statewide  locally. ( See continuation sheet for additional comments.)

Jim Dreyer  
Signature of certifying official/Title

8-23-18  
Date

State Historic Preservation Office - Wisconsin  
State or Federal agency and bureau

In my opinion, the property \_ meets \_ does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting official/Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

Klueter & Company Wholesale Grocery Warehouse

Dane

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

- I hereby certify that the property is:
  - entered in the National Register.
  - See continuation sheet.
  - determined eligible for the National Register.
  - See continuation sheet.
  - determined not eligible for the National Register.
  - See continuation sheet.
  - removed from the National Register.
  - other, (explain:)

  
Signature of the Keeper

10/19/2018  
Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as apply)

private  
 public-local  
 public-State  
 public-Federal

**Category of Property**  
(Check only one box)

building(s)  
 district  
 structure  
 site  
 object

**Number of Resources within Property**  
(Do not include previously listed resources in the count)

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	0 total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

COMMERCE/TRADE: Warehouse

**Current Functions**  
(Enter categories from instructions)

WORK IN PROGRESS

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: Prairie School

**Materials**  
(Enter categories from instructions)

foundation CONCRETE  
 walls BRICK  
 roof CONCRETE  
 other STONE

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

Klueter & Company Wholesale Grocery Warehouse  
Name of Property

Dane  
County and State

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions)

Architecture

### Period of Significance

1916

### Significant Dates

1916

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Small, Alvan

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

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## 9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

### Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

### Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

## 10. Geographical Data

Acreege of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1 16 306848 4772456  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

## 11. Form Prepared By

name/title	Traci E. Schnell/Senior Architectural Historian	Date	May 2018
organization	Heritage Research, Ltd.	telephone	262.366.0397
street & number	N91 W17194 Appleton Avenue, Suite 203	zip code	53051
city or town	Menomonee Falls	state	WI

Klueter & Company Wholesale Grocery Warehouse  
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### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs** Representative black and white photographs of the property.

**Additional Items** (Check with the SHPO or FPO for any additional items)

### Property Owner

Complete this item at the request of SHPO or FPO.)

<b>name/title</b>	John Kothe	<b>Date</b>	May 2018
<b>organization</b>	Klueter Building, LLC	<b>telephone</b>	608.335.5248
<b>street &amp; number</b>	324 East Wilson Street	<b>zip code</b>	53703-3427
<b>city or town</b>	Madison	<b>state</b>	WI

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin

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**GENERAL DESCRIPTION**

Situated within the east corner of the intersection of East Washington Avenue (State Highway 151) and South Paterson Street in Madison, Dane County, the Klueter & Company Wholesale Grocery Warehouse is located in what was originally established as the city's "factory district" and is nine blocks northeast of the state capitol building. The twentieth century buildings of the former Mautz Paint complex and a bakery warehouse remain to either side of the Klueter building, and the area across the street is home to the National Register-listed Breese Stevens Municipal Athletic Field (NRHP #15000502), as well as a recently built, mixed-use, high-rise development with condominiums, apartments and a grocery store. The building is immediately adjacent to the existing sidewalk along each bordering street, while a narrow grass terrace separates the building from the street itself. A small number of mature trees are located within the terrace and/or on the subject parcel. A concrete parking lot frames the building to the northeast and southeast.

**Warehouse Building** (Contributing, 1916):

Oriented on a northwest-southeast axis, this five-story plus raised basement, Prairie style, flat-roofed warehouse structure is constructed of a cast-in-place, concrete beam and slab framing system (and thus both the foundation and the roof are constructed of cast-in-place concrete). Red brick laid in Flemish bond sheathes the building's northwest and southwest elevations, while the northeast and southeast elevations are largely covered with sheet metal panels. Extending across the first floor of the rear (southeast) elevation is a loading dock addition (1926; improved in 1984), while a larger, gabled addition (1986) extends from the building's northeast elevation.

The four-bay, primary (northwest and East Washington Avenue) entrance elevation is dominated by a pair of square, tower-like elements that anchor the building on each side and which modestly project from the face of the structure. A simple, metal, two-tier railing runs between the parapets. Each side of the two corner towers include four, regularly spaced, rectangular openings with simple brick flush headers and projecting sills on floors two through five and terminates in a shaped parapet with limestone coping. Rectilinear, Prairie style raised brick ornamentation details the space beneath the parapet, while corner brick quoining also trims the tower's fifth level, which is set off from the rest by a beltcourse comprised largely of soldier brick. The entire first floor, as well as the raised basement, features alternating bands of raised-brick. The building's wood-and-glass door entrance is located at the base of the west tower. The recessed doorway is finished with a limestone surround consisting of modestly battered piers with a shield or emblem-type detail and an entablature that reflects the tower's shaped parapet. The remainder of the first floor is comprised of eight-over-one-light, double-hung, steel sash windows; a pair occupy the north tower, while two sets of tripartite openings occupy the center portion of the building. Directly beneath the tripartite groupings are a series of four, regularly

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spaced window openings that are protected by plain metal grates. Between the towers, the remaining four stories each carry two large rectangular window openings that are set within a raised, header brick surround. The fifth floor is further accented by raised-brick banding, narrower than what is seen on the first floor. Upper level windows were multi-paned steel-sash, each with a center pivot window; these windows are being altered as part of a National Park Service-approved rehabilitation project.

Like the entrance (northwest) elevation, each end of the southwest (South Paterson Street) elevation of the building is anchored by corner towers with rectilinear window openings on floors two through five which terminate with a shaped parapet and limestone coping and between which runs a metal, two-tier railing. Fifth-floor corner quoining, as well as raised brick banding is consistent on this elevation (along both the first and fifth floors), as is the rectilinear Prairie style brick ornamentation. Eight bays delineate this façade, with the outermost bays consisting of the corner towers. All but bay five (from left to right) of floors two through five consist of large window openings that are trimmed with a simple raised brick surround. Instead, bay five includes two tall-and-narrow openings on the fifth level, while floors two through four carry a pair of square openings. First-floor fenestration includes four, same-sized rectangular openings of which bays two and three retain their eight-over-one-light, double-hung steel sash framing (please note that the remaining two openings featured fixed steel sash with center pivots). This first level also includes a side entrance, the surround of which is similar in style to that found on the entrance elevation, but is executed in brick not limestone. A narrow single window opening is located next to the door, while another similar opening is located at the base of the south corner tower. The bricked-in original loading dock opening is found in bay seven, while a series of eleven small windows—like those found on the northwest elevation and protected by metal grates—are located along the raised basement level.

The building's rear (southeast) elevation is largely covered by seamed metal panel siding that was applied in 1990 (the wall behind it is comprised of common brick). The brick-clad and Prairie-influenced corner tower remains visible along floors two through five. A metal shed-roof canopy tops the one-story loading dock addition (1926; improved in 1984) that extends to the northeast and is attached to a larger, one-story warehouse addition that was completed in 1986.

Although partially obscured by the 1949 one-story, concrete block wing and the pre-engineered, one-story, gabled metal on slab foundation addition, the building's northeast elevation is almost entirely covered with seamed metal panel siding. When it was applied, efforts were made to expose a small portion of the original windows, in order to let in natural light. As a result, the building includes four bays of small window openings, while an additional bay includes a fire escape. Also evident on this elevation is the north corner tower, which retains a pair of eight-over-one-light, double-hung steel sash windows; an additional pair are located along the first floor, adjacent to the north tower.



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Madison, Dane County, Wisconsin

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The building's interior is largely devoid of architectural detailing or finishes, aside from the front staircase that connects the first and second floors at the front of the building. A decorative (painted green) metal railing outlines the staircase, while both the primary entryway floor and the stair landing is executed in white tile with green border tile. A freight elevator accesses all six levels of the building, all floors of which consist of wide open warehouse space with regularly placed, reinforced concrete supports and beams, as well as cast-in-place concrete floors and ceilings. Exposed brick walls (within the concrete framework) are evident on all levels, the vast majority of which have been painted white. Window openings include sills of single-form, cast-in-place concrete. A secondary, astylistic utilitarian staircase accessed all floors, originating at the location of the building's southwest doorway.

### **ALTERATIONS**

Exterior alterations are limited to the rear of the building at the northeast and southeast elevations, where seamed metal panels were applied to the exterior in 1990. Although covered with metal, the window openings, and in many cases the windows themselves, remain intact. Additions to the building include a 1926 loading dock and canopy to the rear (southeast) of the building (improved in 1984), as well as a 1949 one-story, concrete block wing and a larger, one-story, 1986 addition to the building's northeast elevation. As noted, the removal of original fixed, steel-sash upper windows is approved work that is in accordance with the tax credit rehabilitation program. The large, steel-sash, first floor windows – a character-defining feature – are being retained and restored. The interior first-floor office walls were removed in the 1980s, during the tenure of the Mautz Paint firm.

### **INTEGRITY STATEMENT**

The Klueter & Company Wholesale Grocery Warehouse building has very good integrity, as all of the building's stylistic detailing that identifies it as a Prairie style warehouse remains intact. The building retains its historic design, its cast concrete structural system, exterior brick walls, stone trim and ornamental details also executed in brick. While upper level windows have not been retained, all of the large, steel-sash first floor windows remain and are undergoing restoration. The interior of the building retains its structure and open design identifying it as a warehouse building, as well as retains its original front staircase with decorative metal railing and tile entryway floor and landing. Later alterations, as described above, are limited to the rear of the building. The Klueter & Company Wholesale Grocery Warehouse remains a very good example of the Prairie style, applied to an industrial building.

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Madison, Dane County, Wisconsin

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**STATEMENT OF SIGNIFICANCE**

The Klueter & Company Wholesale Grocery Warehouse is nominated to the National Register of Historic Places under Criterion C as an locally significant, excellent, highly intact, as well as only known industrial-type example of the Prairie School style of architecture in the city of Madison. The building's strong horizontal lines are evident on the first and fifth stories of the structure through the use of raised-brick banding and a soldier brick beltcourse that underscores the uppermost level. Additional horizontality is achieved through the use of successive banks of industrial fenestration against a flat wall surface. Finally, each of the building's corner towers is adorned with Prairie School-influenced, geometric ornamentation executed in raised brick. The structure was designed by Madison architect Alvan Small, who is recognized in *Cultural Resource Management in Wisconsin* as one of Wisconsin's more notable architects. Indeed, in 1995, the warehouse building was identified as one of Small's finest, extant, non-residential structures designed in the Prairie School style, a style in which he excelled. Three years later, a National Park Service-funded study—Madison's Downtown Historic Preservation Plan—identified the building as eligible for local landmark status and/or National Register listing. Furthermore, the Klueter building was in 2002 officially determined eligible for the National Register for its architectural significance by the Wisconsin Historical Society as a result of a federally funded transportation project. The Period of Significance is 1916, which represents the construction completion date for the Klueter & Company Wholesale Grocery Warehouse.

**GENERAL HISTORY**

The general history of the City of Madison 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 townsite as the location of the new state capital. Despite the selection, Madison grew slowly until entrepreneur Leonard Farwell and the arrival of the Milwaukee & Mississippi Railroad sparked significant commercial and residential development. Other railroads soon followed and the village became a rail hub. The settlement incorporated in 1856 as the City of Madison. Throughout the nineteenth century, Madison remained a quiet city that relied on local farmers, state government offices, and the University of Wisconsin to fuel the local economy; however, by the turn of the twentieth century, the city began to experience industrial growth; growth that was not fully embraced by all Madison residents.<sup>1</sup>

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<sup>1</sup> David Mollenhoff, *Madison: A History of the Formative Years* (Dubuque, IA: Kendall/Hunt Publishing Company, 1982), 49, 124-27, 178, 180-83, 195; Katherine H. Rankin and Elizabeth Miller, *The Historic Resources of Downtown Madison*, Prepared for the City of Madison (1998), 39.

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Madison, Dane County, Wisconsin

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Anti-industrialist sentiment was based largely on the premise that the city's natural beauty would be compromised by factory smoke and other types of waste. Furthermore, it was widely assumed that the "dirty" factories would bring along with them "grimy" workers; people that were thought to be generally uneducated and with questionable morals. The pro-factory expansion faction would argue that the city's established factories, such as Fuller & Johnson, the Gisholt Machine Company, and the Northern Electrical Company, employed highly skilled laborers who earned a wage that allowed them to own a home (rather than living in an apartment or tenement) and send their children to college. Both "sides" recognized that by limiting factory expansion to "high grade" factories that were located within a defined area on the city's East Side (where existing industry was already located and which was separated from the West Side's "residence district") that the "Madison Compromise" was reached. Indeed, factories were built on the East Side, many in the former Great East Marsh area, a largely undeveloped area adjacent to East Washington Avenue (between Blair Street and the Yahara River) that included a number of railroad facilities. Additionally, a number of warehouses and specialized commercial businesses began operating in the designated "factory district." Among the structures to build there and utilize the existing railroad facilities was the wholesale grocery warehouse of the Klueter family.<sup>2</sup>

**Klueter Family**

Although the Klueter's wholesale grocery business did not begin until circa 1907, the Klueter name, specifically Herman Klueter, had long been associated with Madison's retail grocery business. Born in Germany, Klueter immigrated to the United States in 1857 and began a career in cabinetmaking. Shortly thereafter, he became partners with John Lawrence and together they operated a grocery store (on King Street) until Klueter sold out to begin on his own. Initially dealing in flour and feed, he began his own grocery business circa 1870 on Wilson Street. As of 1870, the thirty-five-year-old Klueter and his wife Mary had five children ranging in age from one to ten. Within ten years, the family expanded to eight children and included a live-in servant. By no later than 1880, their eldest son Julius began working as a clerk in the store. Within just a few short years, the grocery business was turned over to sons Julius and Christian, because Herman - who was in ill health, moved with his wife to San Bernardino, California. In May 1902, Herman died (in California) and, the following year, Christian died at the age of thirty-seven.<sup>3</sup>

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<sup>2</sup> Mollenhoff, *Madison: A History of the Formative Years*, 123, 252, 254-55.

<sup>3</sup> *Madison City Directory* (1866-1979); U.S. Federal Census, Population, 1870, 1880; *Biographical Review of Dane County Wisconsin* (Chicago: Biographical Review Publishing Co., 1893), 584-85; Death date (28 May 1902) included in record for Herrman Klueter, U.S., Presbyterian Church Records, 1701-1970, Available online at [www.Ancestry.com](http://www.Ancestry.com); Find A Grave information, however, notes a death date of 29 May 1902), Available online at [www.findagrave.com/memorial/86531029](http://www.findagrave.com/memorial/86531029), Both websites accessed in May 2018.

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It may have been Herman and Christian's deaths (and their substantial estates) that assisted in Julius's ability to establish in circa 1907 Madison's second wholesale grocery business, after that of Gould, Wells and Blackburn. The latter firm, which originally incorporated in December 1895, began as the Wells & Briggs Company and was an off-shoot of Chicago's J.S. Gould & Co., wholesale grocers. With a warehouse located on the 600 block of West Main Street, officers of the firm included Gould as president, George H. Wells, vice president and secretary and R.C. Briggs as secretary and manager. Briggs left the business in 1897 and Albert C. Blackburn took over as manager and thus the firm was renamed Gould, Wells and Blackburn.<sup>4</sup>

The first Klueter warehouse facility for the wholesale grocery business shared quarters with the Klueter-run flour and feed mill (built 1900) located on the 900 block of E. Washington Avenue, just a few lots east of the subject building. Also located on the block, but facing Main Street was the former ice storage houses that had been established circa 1890 by Christian Klueter and Rudolph Tracy as the Capital City Ice Company and was later run by both Julius and Christian until the latter's 1903 death. In need of a larger warehouse facility, Julius contacted Madison architect Alvan Small to design the five-story, reinforced concrete and brick building at the corner of East Washington and South Paterson Street. The structure's fireproof construction was, perhaps, prompted by the February 1915 fire that completely destroyed the grocery warehouse of Klueter's competition, the Gould, Wells and Blackburn Company. As well, another fire earlier in that same week destroyed the Madison factory of the Scanlan-Morris Co., resulting in a \$70,000 loss.<sup>5</sup>

### **BUILDING SPECIFIC HISTORY**

Erected by the Wisconsin Construction Company, at an approximate cost of \$55,000, construction of the Klueter facility began in August 1915; however, it was not completed until June of 1916. As of

<sup>4</sup> City directories do not identify the Klueter concern as a wholesale grocery entity until the 1907 city directory, *Madison City Directory* (1905, 1907), furthermore, a 1916 advertisement for the Klueter firm notes that it had been in the wholesale grocery business for about ten years, "Klueter & Co.," Advertisement, *The Wisconsin State Journal*, 6 November 1916, 8/3; "Gould, Wells, Blackburn Pioneer Wholesale Firm," *Wisconsin State Journal*, 14 October 1927, 13, 3-4; "Gould Wells and Blackburn Company," Advertisement, *Wisconsin State Journal*, 6 November 1916, 8/2; "Ex-Firm President, A.C. Blackburn, Dies," *Wisconsin State Journal*, 22 December 1944, 2/8.

<sup>5</sup> "An Index of Our Population," *Wisconsin State Journal*, 25 July 1900, 5/2, this article includes a citation for the erection of a new brick grocery warehouse for Kleuter Bros., two stories and measuring 50 feet x 80 feet, construction of the building was to be complete by October. Although cited as a grocery warehouse, this was for the erection of the feed mill on E. Washington Avenue; Sanborn Map Company, *Sanborn Fire Insurance Map, Madison, Wis.* (New York: Sanborn Map Company, 1898, 1902, 1908); *Madison City Directory* (1888, 1890); "Local Ice Industry," *Wisconsin State Journal*, 30 June 1898, 3/2; "Factory Fire Loss is \$70,000," *Wisconsin State Journal*, 8 February 1915, 1/7; "Gould, Wells and Blackburn Wholesale Grocery House Destroyed; Loss \$100,000," *Wisconsin State Journal*, 13 February 1915, 1/6-7.

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Klueter & Company Wholesale Grocery Warehouse  
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November of that year, an advertisement for the company indicated that their trade extended for approximately forty miles to the east and south of Madison and seventy miles to the north and west. [Of note, a similar ad for Gould Wells & Blackburn notes their territory as extending about 100 miles to the north and west, and 50 miles to the east and south.] Led by President Julius Klueter (b. 1862), the company employed in 1916 a total of thirty-five persons, including six men on the road for sales. The piece goes on to read, "Their new building...is one of the finest examples of architecture in Madison. It is of reinforced concrete construction, fire-proof and represents the last word in this type of architecture." Its construction was reportedly the result of Klueter officials touring a number of other such "modern" warehouse facilities in the Midwest and combining the best of what they reviewed. Even ten years after the building's construction, the Klueter firm espoused its "modern" facility, calling it "The Largest and Most Sanitary Grocery Warehouse in Southern Wisconsin." That same 1926 newspaper piece (albeit written by the Klueter firm) stated "The six spacious floors enables them to carry a complete wholesale line in rooms of special construction maintained at unvarying temperature in order to insure the goodness from producer to consumer."<sup>6</sup>

Little in the way of specific information was found regarding the Klueter firm's history. In 1920, and as evidence of their prosperity, the firm raised their capital stock by \$50,000 from \$100,000 to \$150,000. Also, a small fire broke out in 1922 due to crossed wires (which resulted in limited damage) and, during their tenure, they distributed "Verebest" Coffee and "Badger Brand" foods. Firm president Julius Klueter died unexpectedly in October 1925, at the age of sixty-two and left a personal estate worth \$200,000. The company continued operations of the business for approximately one year, at which time it sold its interests to Simon Bros. Co., Inc., comprised of Russian-born brothers Jerry and Emanuel Simon.<sup>7</sup>

### **Simon Bros. Company**

Jerry Simon immigrated to the United States in 1903 at the age of seventeen; his brother Emanuel followed three years later. As of 1910, the Simons established a retail fruit business and, in 1914, they expanded to include a retail grocery store, both of which were located on State Street. In 1919, they sold both businesses and entered into the wholesale grocery business, giving Madison three such providers (in addition to Klueter and Gould, Wells & Blackburn). Initially located on State Street (and

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<sup>6</sup> Permit for 901 E. Washington Avenue, 5 August 1915, this and any other permits are on file at the Planning Department, City of Madison, Madison, WI; Completion of the building is cited in "Klueter & Co.," Advertisement, *Wisconsin State Journal*, 6 November 1916, 8/3, quoted material is also from this ad; Advertisement for Badger Brand foods (being served at Madison's St. Mary's Hospital), *Wisconsin State Journal*, 9 February 1926, 21/3-8.

<sup>7</sup> Advertisement for Verebest Coffee, *Wisconsin State Journal*, 26 February 1915, 10/1-2; "Klueter Raises Stock by \$50,000," *Wisconsin State Journal*, 27 July 1920, 8/7; "Fire at Klueter Co.," *Wisconsin State Journal*, 6 September 1922, 14/1; "T.A. Coleman, Klueter Dead," *Wisconsin State Journal*, 20 October 1925, 1/7; "\$200,000 Estate is Left by Klueter," *Wisconsin State Journal*, 27 October 1925, 1/6; "Simon Bros. Buy Interest of Klueter Company," *Wisconsin State Journal*, 6 December 1926, 1/3, 6/2.

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behind their former retail location), the Simons quickly outgrew their quarters and moved into a portion of the Madison Saddlery Company building (built 1907) at 313-317 East Wilson Street. The local paper reported that the Simon brothers' 1926 purchase of the Klueter grocery business resulted in the Simon Bros. being one of the largest wholesale grocery firms in the state (with each doing over one million dollars-worth of business per year). Until the acquisition, each was said to essentially cover the same Madison-area territory—a radius of approximately fifty miles, while each employed about the same number of employees (between thirty and thirty-five, including six to eight salesmen). Notably, following the purchase, former Klueter and Company secretary-treasurer, Julius Rodefled, joined the Simon concern as a clerk. Simon Bros. would leave their East Wilson Street location and move into the Klueter building. The structure itself, however, remained in the possession of the Klueter family (the Klueter Realty Company) and Simon Bros. signed a twenty-year lease for the building.<sup>8</sup>

While Klueter and Company seemed to do very little in the way of advertising during its tenure, ads for Simon Bros. "products" were often in the local paper. Among Simon's earlier-known products was Simon Pure Coffee, which appeared in retail grocery stores (in one and three-pound containers) circa 1920. Likely an act of countering their competition, Gould, Wells & Blackburn- Madison's other wholesale grocer- began in March of 1922 to import coffee directly from Brazil, then the world's leading coffee supplier. Six months earlier, Gould, Wells & Blackburn brought in a coffee authority from St. Paul, Minnesota, who began experimentation with roasting and blending. As a result, coffee brands of Gould, Wells & Blackburn consisted of Hollywood, Paradise Farm, Old Mexo and Red Rose. Not to be outdone, Simon Bros. installed coffee roasting equipment in their own warehouse in 1928 and, at the end of that year Simon Bros. boasted a record year in sales. In addition to their Simon Pure line of coffee and other foods, they also distributed Goal and J.E.S. brands. Six years later, they began to package their Simon Pure coffee in glass containers. By that time, it was noted that the coffee department (roasting, grinding and packaging) occupied a good portion of two floors in the six-floor warehouse. In addition to groceries, Simon Bros. began to distribute wholesale liquor by no later than July 1934 under the name of Distillers Distributing Company. That same month, Jerry Simon was elected president of the Wisconsin Wholesale Distributors Association and, in March of that year, Emanuel Simon was elected the temporary president of the Madison Beer Distributors Association.<sup>9</sup>

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<sup>8</sup> "Simon Bros. in Wholesale Grocery Trade," *Wisconsin State Journal*, 18 April 1919, 1; "Simon Bros. Will Move to New Quarters," *Wisconsin State Journal*, 3 October 1919, 1/4; "Simon Bros. Buy Interest of Klueter Company," 6/2; "Merger to Double Simon's Business," *Wisconsin State Journal* (Annual Edition), 31 December 1926, 2-3; Evidence that Rodefled joined the Simons is per the 1927 *Madison City Directory* (note that there is no 1926 Madison directory).

<sup>9</sup> Advertisement for Simon Pure Coffee, *Wisconsin State Journal*, 2 April 1920, 12/6-7; "Madison Concern is Importer of Coffee," *Wisconsin State Journal*, 5 March 1922, 2/4-5; "Simon Bros. End Second Record Year," *Wisconsin State Journal*, 31 December 1928, 65/3-4; "Big Increases in Sales of Simon Coffee," *The Capital Times*, 31 December 1929, 46/3; "Coffee Packed in Glass Containers at Simon Plant," *Wisconsin State Journal*, 9 April 1934, 3/4, photo and caption, 3/2-4; "Beer Distributors Organize Here," *Wisconsin State Journal*, 1 March 1934, 1/6; Distillers Distributing Co. advertisement,

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In September 1935, Jerry Simon died and Emanuel took over as president of the company, at which time Simon Bros. was just one of two wholesale grocers in the city. At the conclusion of their twenty-year lease in 1946, Simon Bros. purchased the building from the Klueter family on a land contract for \$76,000. Two years later, the firm began construction of a one-story addition along the northeast side of the building, as well as a garage at the rear of the lot/along West Main Street at an approximate combined cost of \$52,000. In 1949, the terms of the land contract were satisfied and Simon Bros. officially owned the building. Based on city directory information, the Simon Bros. had by this time, discontinued their wholesale grocery business and were concentrating on wholesale liquor sales only.<sup>10</sup>

Although details are scant regarding how the former Klueter building became one of the finalists, it was one of five buildings considered in 1951-52 for use as Madison's temporary city hall. While plans to build a combined city-county building were underway; actual construction was still a few years away. Despite the Simon Bros. offer to the City to purchase the building for \$450,000, the City ultimately chose to remodel and temporarily locate in 1954 in the former Municipal garage building at West Washington Avenue and South Bedford Street until moving to their new quarters in 1957.<sup>11</sup>

Emanuel Simon died in 1963 and Mark Goldberg, a longtime officer of Simon Bros., died in 1964. Despite their deaths, the firm continued under the Simon name (with Jerry's son Armand serving as Director and secretary/treasurer) until 1976, when Madison's General Beverage Sales Co. acquired the business interests of Simon Bros. The following year, the East Washington Avenue warehouse was sold to the Mautz Paint Company.<sup>12</sup>

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*Wisconsin State Journal*, 20 July 1934, 2/1.

<sup>10</sup> "Jerry Simon Drops Dead at Home Here," *Wisconsin State Journal*, 14 September 1935, 1/3; "Rites for Jerry Simon Set for 10 A.M. Monday," *Wisconsin State Journal*, 15 September 1935, 1/7-8; Katherine D. Klueter Lower to Simon Bros. Co., Inc., Land Contract (signed 6 April 1946; rec. 8 April 1946), 192/278, #722146; "Building Bought By Simon Bros.," *Wisconsin State Journal*, 9 April 1946, 1/5, 2/5; Building permits for warehouse addition and garage, *Wisconsin State Journal*, 16 July 1948, 2/13; Katherine D. Klueter Lower to Simon Bros. Co., Inc., Warranty Deed (signed 25 February 1949; rec. 1 March 1949), 525/490, #777209.

<sup>11</sup> Robert C. Bjorklund, "Council to Inspect Simons' Warehouse," *Wisconsin State Journal*, 8 November 1951, 1/6-8; Robert C. Bjorklund, "Alderman 'Interested' After Touring Building," *Wisconsin State Journal*, 9 November 1951, 1/3-4, 2/4, including photo and caption, 1/3-5; "Group Favors City Hall Sale," *Wisconsin State Journal*, 22 April 1952, 1/1, 2/1; "City Hall Sign Raised at Municipal Garage," *Wisconsin State Journal*, 6 March 1954, 1/1; "Dedication Ends Decade of Planning," *Wisconsin State Journal*, 30 June 1957, 1/4.

<sup>12</sup> "Emanuel Simon, Age 71, Leader in Jewish, Civic Affairs, Dies," *Wisconsin State Journal*, 25 May 1963, 1/1-3; "Mark Goldberg Dies at Age 68," *Wisconsin State Journal*, 4 November 1964, Section 1-12/4; "Armand Simon Elected Director of Firm," *Wisconsin State Journal*, 11 November 1964, 17/7; "General Beverage Sales Expands," *Wisconsin State Journal*, 28 November 1976, 33/1-2; Simon Bros. to Mautz Realty Company, Warranty Deed (signed 6 June 1977, recorded 9 June 1977), 817/158, #1521841.

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**Mautz Paint Company**

Mautz Paint Company was established on Madison's State Street in 1892 as Mautz Bros., with brothers Bernhard F. and Rudolph Mautz, along with Andrew Matson. In 1925, the firm, by this time less Andrew Matson and now including Bernhard's son Bernhard Jr., had begun the manufacture of paint. In need of larger quarters, the company purchased land on the 900 block of East Washington Avenue, just northeast of the former Klueter building, and completed in 1929 a new paint and varnish manufacturing facility. As the Mautz company grew, it expanded to the former Keeley Candy Company building adjacent to its northeast and built a new retail store to the south, while their offices (as of 1948) were located in the former Black Furniture Store building at 615 East Washington Avenue. Following purchase of the Klueter building, Mautz expanded their warehouse space by 52,260 square feet. In 1986, a large, gabled addition was completed along the building's northeast elevation. As of the following year, Mautz was manufacturing 1.3 million gallons of paint. Although reporting annual sales of nearly \$33 million in 2001, Mautz sold its business interest to Sherwin-Williams; however, the buildings were not included in the sale.<sup>13</sup>

**Recent History**

After standing vacant for a few years, the subject building, along with the rest of the block, was acquired by developer Curt Brink. In 2005, he presented to the city council "Archipelago Village," a \$250 million, twenty-seven-story, mixed-use development that included two hotels, office and retail space, condominiums, a grocery store and a health club. The plan included the retention of the Klueter warehouse building which, in 2002, had been officially determined eligible for the National Register of Historic Places. Neither that project, nor a 2011 proposal by Hovde Properties or a 2013 plan for conversion as a technology/business startup center came to fruition—all of which planned to retain the National Register-eligible warehouse. In September 2017, the City of Madison approved plans for Hotel Indigo, a 144-room boutique hotel that would incorporate the Klueter & Company Wholesale Grocery Warehouse building and utilize the Federal and State historic tax credit programs. Following plan approval from the Wisconsin Historical Society of the tax credit project, renovation work began in early 2018.<sup>14</sup>

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<sup>13</sup> "Mautz Co. to Erect \$50,000 Building Here," *The Capital Times*, 24 July 1928, 7/6; Advertisement for opening of Mautz Factory in *Wisconsin State Journal*, 6 April 1929, 7/6-7; "Mautz Firm, Expanding, Buys Black Furniture Store Building," *Wisconsin State Journal*, 14 March 1948, 12/1-3; "From State St. Store, Mautz Grows Into 400-Outlet Business," *Wisconsin State Journal*, 18 February 1968, Section 3, 7/4-6, including photo; "Mautz Paint Expanding to Put in Faster Mixers," *Wisconsin State Journal*, 12 February 1978, 33/1-2; Mark Speltz, "Endangered Mautz Factory Eligible for National Register," in the Tenney-Lapham Neighborhood Association Newsletter (Fall 2002), pages 8-9.

<sup>14</sup> Dean Moisman, "E. Wash Colossus Planned," *Wisconsin State Journal*, 13 March 2005, A1/2-6, A5 full page; "Klueter Wholesale Grocery Warehouse," Determination of Eligibility (for the National Register), Prepared by Brian J. Faltinson, Heritage Research, Ltd. (HRL) for HNTB, Inc., September 2001, Copy on file at HRL, Menomonee Falls, WI; Barry Adams, "Redevelopment Proposed for former Mautz Paint Building on East Wash," *Wisconsin State Journal*, 14 June 2011; Judy Newman, Entrepreneurs Seek to Create Startup Hub in East Wash Warehouse," *Wisconsin State Journal*, 30



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**ARCHITECTURAL SIGNIFICANCE**

Designed by Madison architect Alvan Small, the Klueter & Company Wholesale Grocery Warehouse is a very good, highly intact, and only known true example of the Prairie School style of architecture as applied to an industrial-type building located in Madison. According to *Cultural Resource Management in Wisconsin*, the Prairie School style originated with Louis Sullivan in Chicago and was popular in Wisconsin between 1895 and 1925. The style draws its inspiration from the flat, open prairies of the Midwest which are expressed through an emphasis on horizontal lines and the use of natural materials such as brick or wood throughout the building and which define, in part, the characteristics of the style. Horizontality is gained through the use of window banding, belt courses and an emphasis on the foundation or lower parts of the building. Also vital to the style is clarity and precision, which is often expressed through the textural use of building materials and geometric ornamentation. While the emphasis of the style is based on horizontal lines, vertical elements utilized to support the structure often are presented in a solid, square-like appearance.<sup>15</sup> Recent architectural surveys in Madison demonstrate that the style gained popularity here and was used in the design of schools, a public market, municipal waterworks, park buildings, and over 100 homes.

**Alvan Small**

Among the Madison-area architects executing buildings in the Prairie School style was Alvan Small. Alvan Small was born on 23 February 1869 in Sun Prairie, Wisconsin, the son of William and Jane Small. By 1887, Alvan Small had joined the firm of Conover and Porter, where he began as an apprentice and continued in their employ through 1899. He then went to Chicago where he reportedly worked for Louis Sullivan for a short period. He returned to Madison by no later than June 1900; that year he joined the firm of Lew F. Porter (formerly of Conover and Porter), where he remained until 1907. It was at that time he established his own practice, during which time he designed the Klueter warehouse. From 1922 until 1925, he partnered with former employee John J. Flad; however, by 1927, he was again practicing solo. Small discontinued his practice in 1931 and died in 1932. Small's design

July 2013; Mike Ivey, "Scaled Down 'Archipelago Village' Gets Plan Commission Nod for East Washington," *The Capital Times*, 30 January 2014; Logan Wroge, "Madison Plan Commission Approves Hotel Project for Former Mautz Paint Building," *Wisconsin State Journal*, 19 September 2017.

<sup>15</sup> Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 vols. (Madison, WI: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2; Architecture, 2/21; H. Allen Brooks, *The Prairie School: Frank Lloyd Wright and His Midwest Contemporaries* (New York: W.W. Norton & Company, 1972), 4-7; Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1984), 440. Per the Wisconsin Historic Preservation Database (WHPD), there are 145 examples of the Prairie School style of architecture in Madison, the vast majority of which are residential, with no industrial examples and just one warehouse example—the Klueter building, WHPD is maintained by the Historic Preservation Division, Wisconsin Historical Society, Madison, WI and is available online (known to the public as the Wisconsin Architecture and History Inventory) at [www.wisconsinhistory.org/Records/Article/CS2834](http://www.wisconsinhistory.org/Records/Article/CS2834), Accessed May 2018.

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trademarks included a strong sense of proportion, slightly projecting trimwork surrounding windows, the relation of broad expanses of flat wall surfaces to groupings of fenestration and simple geometric ornamentation.<sup>16</sup>

#### Prairie School Style

Indeed, the ornamentation of the Flemish bond-clad, Klueter building exhibits the general characteristics of the Prairie School style and that of Small's work in particular. An emphasis on the horizontal is evident on the first and fifth levels of the structure through the use of raised-brick banding and a soldier brick beltcourse that underscores the uppermost level. Additional horizontality is achieved through the use of successive banks of industrial fenestration against a flat wall surface. The window openings are emphasized by Small's trademark raised surrounds. The building's vertical lines are achieved through the use of square corner towers, each of which are accented by simple, raised brick geometric ornamentation, another trademark of Small.

The evolution of industrial architecture is discussed in Bradley's *The Works: The Industrial Architecture of the United States* (1999). With regard to early-twentieth century industrial buildings, brick was the primary element used in construction. The material was economical, fireproof and flexible with regard to structural strength and ornamentation; however, at the turn of the century, the use of reinforced concrete in framing industrial structures greatly improved the strength of buildings. Structural strength was a key component since the movement of heavy materials and use of machines inside the building exerted powerful mechanical forces upon the structure. The result was that the reinforced concrete frame absorbed these forces at specific points, which allowed for a significant amount of wall space to be dedicated to fenestration. With electric light in its infancy, natural light was the best and cheapest way to illuminate work space.<sup>17</sup>

The utilization of steel window framing in the United States did not begin in earnest until about 1910, by which time steel windows were more commonly manufactured by American companies. Indeed, *The American Architect and Building News* reported notable growth in steel sash use between 1909 and 1911. Among the advantages of steel windows (over wood) included their noncombustible nature, their ability to provide more light as a result of slimmer framing, as well as being (promoted as)

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<sup>16</sup> U.S. Federal Census, Population, 1880, 1900; "Death Takes Alvan Small, Architect, 62," *Wisconsin State Journal*, 15 January 1932, 1/7; National Register of Historic Places, Grimm Book Bindery, Madison, Dane County, NRIS#86000625, Section 8, Page 1; There is no mention of Small's reported brief stint in Chicago with Louis Sullivan in Alvan Small's AIA membership file, which was filled out by Small himself, Membership file, American Institute of Architects, Available online at <http://public.aia.org/sites/hdoaa/wiki/AIA%20scans/R-S/SmallAlvanE.pdf>, Accessed May 2018; Katherine H. Rankin and Timothy Hegglund, *Madison Intensive Survey*, Prepared for the City of Madison and the Historic Preservation Division, State Historical Society of Wisconsin (1995), 580-581.

<sup>17</sup> Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States* (New York: Oxford University Press, 1999), 109-12, 134-36, 161-63, 209.

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impervious to water. Furthermore, maintenance expenses were projected as less than that of traditional wood-frame windows. The Kleuter building continues to retain most of its double-hung steel sash on the first floor.<sup>18</sup>

Based upon the preceding information, the subject structure is illustrative of the building practices used in early-twentieth-century industrial (including warehouse) buildings. Most notably, the structure is formed with a reinforced concrete frame which allows for bigger banks of industrial windows to provide natural light and ventilation into the interior.

**Comparative Analysis**

Ornamentation of most turn-of-the-twentieth-century industrial buildings usually was austere; however, some attempt at decoration was very often made and, most often, it was accomplished through the varied use of brickwork. By the 1910s, at which time reinforced concrete construction was commonly used, industrial loft buildings generally reflected one of the following three types of façade designs, for which Madison examples are used to illustrate them. The first type is the unadorned; buildings that reflect only the standardized grid of piers, floor slabs and steel sash openings. Standing just two stories high, the 1917 Scanlan-Morris Co. building at 1902 East Johnson Street is an example of an unadorned, reinforced concrete industrial building—it's only "detailing" is the use of recessed rectangular panels within the concrete wall surfaces. The second type are those that include ornamentation applied only to the uppermost edge of the building, which was used to draw the eye upward and away from the standardized format of the rest of the structure. Although demolished in 2007, the former French Battery & Carbon Company building (1917) at 2317 Winnebago Street included only incised stone panels within the uppermost space of its structural brick piers. The third type is that which articulates the grid pattern; an example of which is the Northwest Ordnance Co. building at 1225 East Washington Avenue. Built in 1917, this two-story factory building featured patterned brick and stone accents within its spandrels, stone sills that define each window opening within the grid, as well as includes classically inspired stone ornament along the upper edge of its structural piers.<sup>19</sup>

Considering those three types, the ornamentation of the Klueter warehouse building places it within "Type 3," although the Kleuter building doesn't quite fit into that category either. Perhaps because the building was not technically industrial in its use, the window openings aren't quite as large as standard factory examples and, therefore, its grid pattern isn't as pronounced. When specifically compared to

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<sup>18</sup> Ibid., 166.

<sup>19</sup> Ibid., 240-41. The Scanlan-Morris Co. building (Completed in 1917) was determined potentially eligible for history on 21 November 2017, WHPD, Scanlan-Morris Co. building, Record #106249; WHPD, French Battery & Carbon Company building, Record #116051; WHPD, Northwest Ordnance Co. building, Record #115029.

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buildings utilized as warehouses (as opposed to factories), however, the Klueter structure separates itself as a result of its stylistic ornamentation, which is definitively of Prairie School influence.

The only direct (that is, wholesale grocery warehouse) comparison in Madison is that of Klueter's primary competition in the first quarter of the twentieth century--the firm of Gould, Wells & Blackburn. Following a fire that destroyed their earlier facility, Gould, Wells & Blackburn built in 1915 a brick building on their previous site, at 624 West Main Street. Designed by Milwaukee architect Alfred C. Clas and rising four stories, this structure was built with double-hung windows, as opposed to fixed factory sash and, thus, reflects a more commercial appearance. Ornamentation of the building includes somewhat ubiquitous raised brick rectangles within the spandrels, while the parapet and cornice with its stone detailing presents a classically derived influence.

Stylistically, the Capital City Paper Company Building (1912) and L.L. Olds Seed Co. Building (1913)—the structures of which are immediately adjacent/attached and are located at 714-722 Williamson Street—compare somewhat favorably to the Klueter building. Indeed, the former pair of buildings, each four stories tall and also designed by Alvan Small, feature rectilinear Prairie-influenced brickwork along the parapet. The entrance surround of the Capital City Paper Company building is also similar to that of the Klueter building, but the L.L. Olds Seed Company building features a Neoclassical-inspired surround. When built, the Williamson Street buildings also included steel factory sash windows; however, they have since been replaced with standard, commercial/residential-type double-hung sash. Despite evidence of the Prairie-influenced brickwork along the parapets of the Williamson Street buildings, both the integrity and monumentality of the Klueter building is definitively greater. Having no other known stylistic comparisons, the Klueter & Company Wholesale Grocery Warehouse is believed to be the singular example of a Prairie School industrial-style loft building located within the city of Madison.

Furthermore, a 1926 newspaper article gives credit to the Klueter building's early use of "artistic" brick when welcoming the Madison Dairy Produce Company building--also clad with red brick--to the industrial East Washington Avenue corridor. It read, "The Klueter Company years ago first used an artistic brick, and almost all of the newer structures since then have been finished with it. The appearance of these buildings—all of the same deep color—is pleasing."<sup>20</sup>

**SUMMARY STATEMENT FOR CRITERION C**

Completed in 1916, the Klueter & Company Wholesale Grocery Warehouse is eligible for the National Register under Criterion C as a locally significant, excellent and intact early twentieth century example of the Prairie School style of architecture in Madison. The building exhibits character defining features of the style including the use of natural materials such as brick, and an

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<sup>20</sup> "A New Neighbor," *Wisconsin State Journal*, 19 July 1926, 5/7.

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emphasis on horizontal lines, gained through the use of window banding, belt courses and an emphasis on the foundation or lower parts of the building. Also vital to the style is clarity and precision, which is often expressed through the textural use of building materials and geometric ornamentation, while vertical elements utilized to support the building often are presented in a solid, square-like appearance. This building incorporates all of these devices and characteristics and is further distinctive in the community for its rarity as the only known Prairie School style industrial building in the city.

**ARCHAEOLOGICAL POTENTIAL**

Due to its urban nature, no archaeological survey has been done on the subject parcel and an archaeological investigation was beyond the scope of this nomination. Although no archaeological deposits have been reported, the archaeological potential for this area remains unassessed.

**PRESERVATION ACTIVITIES**

In 1998, the City of Madison prepared a Downtown Historic Preservation Plan (which was, in part, funded by the National Park Service), in which it identified a list of buildings eligible for landmark designation and/or National Register listing. Although not a designated local landmark, the Klueter & Company Wholesale Grocery Warehouse was among those properties included in the list. In 2002, the building was officially determined eligible for the National Register of Historic Places as a result of a federally funded transportation project. Since that time, a number of developments have been proposed for the 900 block of East Washington Avenue, in which the Klueter building was included for restoration as part of the greater development. In 2017, a *Part 1 and Part 2 Historic Preservation Certification Application* (NPS Project #36242) was approved, along with two later amendments, by the National Park Service between December 2017 and May 2018.

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**Verbal Boundary Description:**

The historic boundary is a rectangle that measures 186 feet (northwest and southeast) x 165 feet (northeast and southwest), the long center axis of which is parallel with E. Washington Avenue.

**Boundary Justification:**

Please note that the current legal description for the subject parcel, which was re-platted in more recent years, is a much larger parcel than it was historically. Therefore the historic boundary is concurrent with the three historic lots (each measuring 62 feet x 165 feet) upon which the subject building (and northeast addition) is now located, which was Lots 1, 2 and 3 of Block 158 of the Original Plat of the City of Madison.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section photos Page 1

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin

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**PHOTOGRAPHS**

**Name of Property: Klueter & Company Wholesale Grocery Warehouse**

**City or Vicinity: Madison**

**County: Dane**

**State: Wisconsin**

**Name of Photographer: Traci E. Schnell**

**Date of Photographs: February 2018**

**Location of Original Digital Files: State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

**Number of Photographs: 10**

Photo #1 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0001)

Northwest and southwest elevations, View to east

Photo #2 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0002)

Southwest and southeast elevations, view to north

Photo #3 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0003)

Southeast and northeast elevations, view to north northwest

Photo #4 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0004)

Southeast and northeast elevations, view to west

Photo #5 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0005)

Detail: South corner tower, view to northwest

Photo #6 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0006)

Detail: East Washington Avenue entrance, view to east

Photo #7 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0007)

Detail: South Paterson entrance, view to northeast

Photo #8 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0008)

Detail: First-floor steel sash window framing, view to northeast

Photo #9 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0009)

Interior: Front Staircase and tile floor, view to first-floor landing

Photo #10 (WI\_Dane County\_Klueter & Company Wholesale Grocery Warehouse\_0010)

Interior: Second floor, view to east

**United States Department of the Interior**  
National Park Service

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Continuation Sheet

Section figures Page 1

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin

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**LIST OF FIGURES**

- Figure 1:** Klueter & Company Wholesale Grocery Warehouse, 1916 drawing. In *Wisconsin State Journal*, 1916 Annual Review, 31 December 1916, 13/6-7.
- Figure 2:** Klueter & Company Wholesale Grocery Warehouse, 1984, From the Wisconsin Historic Preservation Database, Record #115003.
- Figure 3:** Klueter & Company Wholesale Grocery Warehouse, 1974, From the Wisconsin Historic Preservation Database, Record #115003.
- Figure 4:** Interior view of Klueter & Company Wholesale Grocery Warehouse, Simon Pure Coffee being packed in reusable glass jar containers. In *Wisconsin State Journal*, 9 April 1934, Page 3/Col. 2-4.
- Figure 5:** Klueter & Company Wholesale Grocery Warehouse, Floor plan, Second Floor. Existing floor plans included in Proposed Plans for Hotel Indigo, Prepared by Potter Lawson Architects with InSite Consulting Architects, Madison, 2017.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 2

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin

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**FIGURE 1:** Klueter & Company Wholesale Grocery Warehouse, 1916 drawing.



**FIGURE 2:** Klueter & Company Wholesale Grocery Warehouse, 1984 photograph.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 3

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin



**FIGURE 3:** Klueter & Company Wholesale Grocery Warehouse, 1974 photograph.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 4

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin



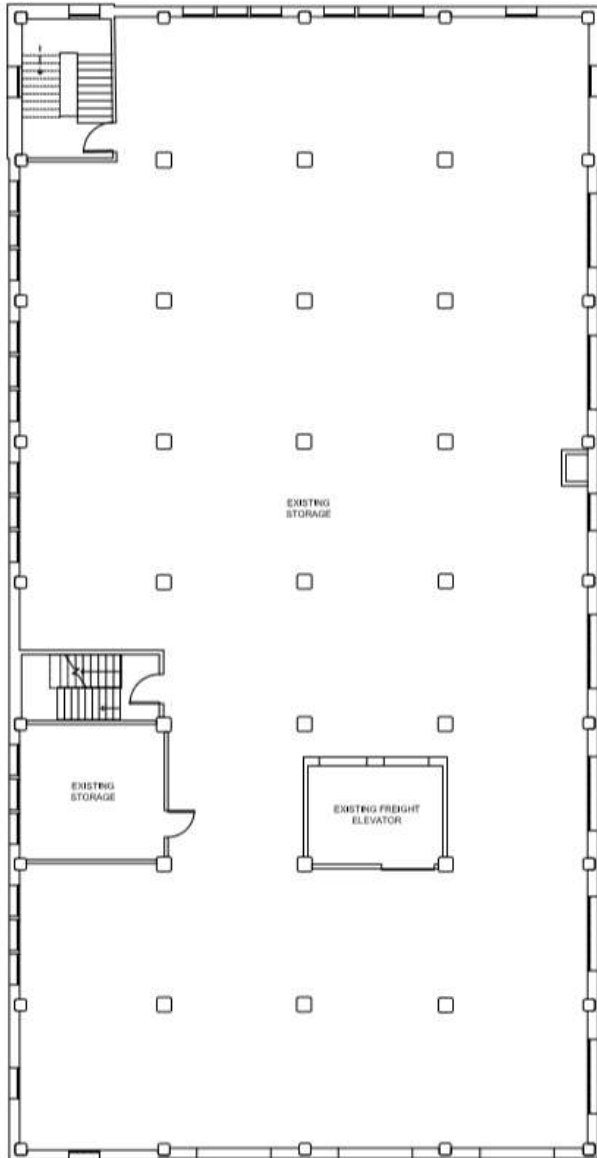
**Figure 4:** Interior view of Klueter & Company Wholesale Grocery Warehouse, 1934. Simon Pure Coffee being packed in reusable glass jar containers.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 5

Klueter & Company Wholesale Grocery Warehouse  
Madison, Dane County, Wisconsin



**FIGURE 5:** Klueter & Company Wholesale Grocery Warehouse, Floor plan, Second Floor.  
Each floor reflects this general plan. Not to scale



Paterson St



NO  
PARKING  
BETWEEN  
SIGNS  
→







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CONTAINER SERVICE  
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STORAGE CONTAINER

STORAGE CONTAINER



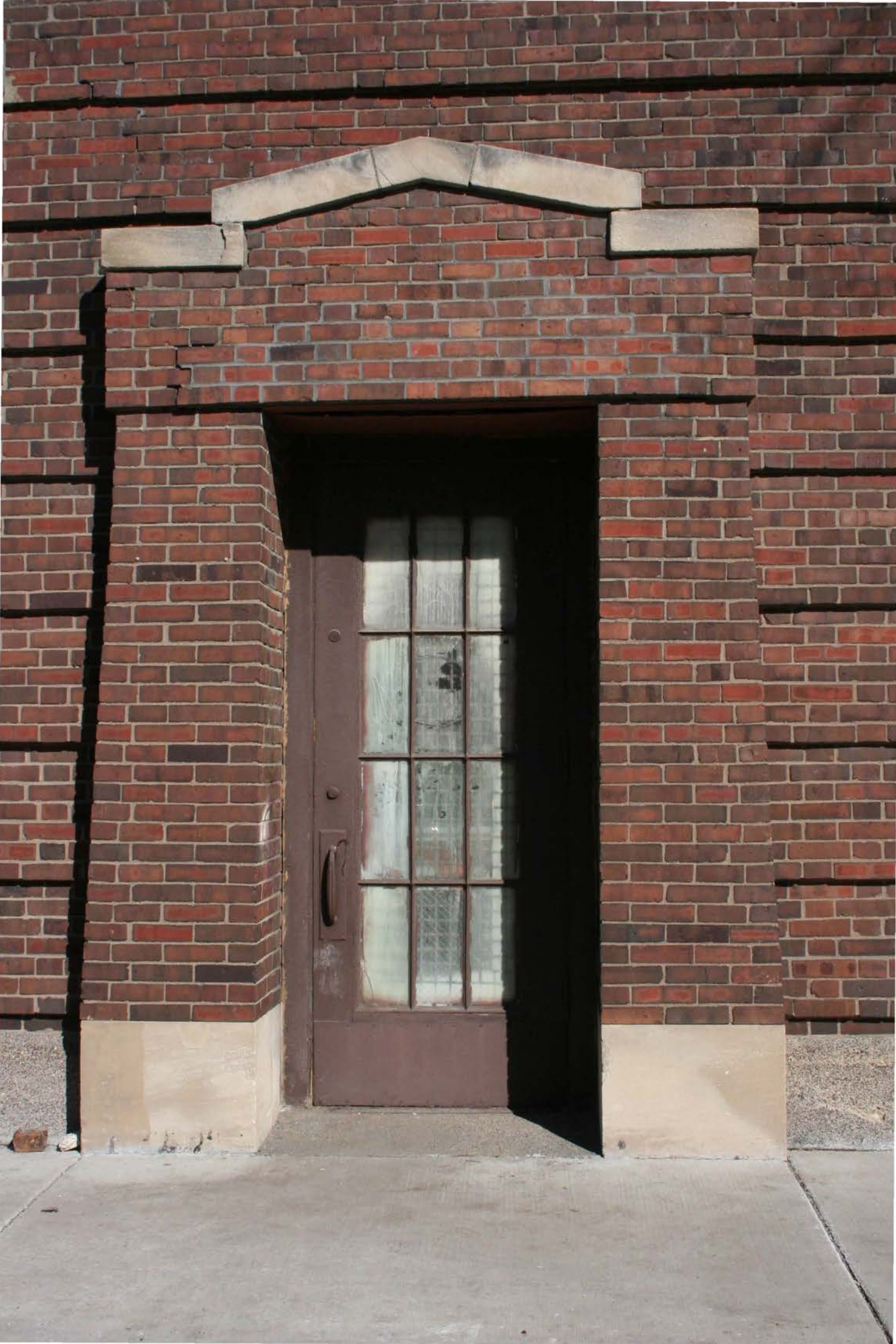


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UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 9/4/2018      Date of Pending List: 10/1/2018      Date of 16th Day: 10/16/2018      Date of 45th Day: 10/19/2018      Date of Weekly List: 10/19/2018

Reference number:

Nominator:

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input type="checkbox"/> CLG             |   |

Accept       Return       Reject      10/19/2018 Date

Abstract/Summary  
Comments:

Recommendation/  
Criteria

Reviewer Barbara Wyatt      Discipline Historian

Telephone (202)354-2252      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



Department of Planning & Community & Economic Development

**Planning Division**

Heather Stouder, Director

126 S Hamilton Street

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 267-8739

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July 23, 2018

Ms. Peggy Veregin, National Register Coordinator  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

Re: Klueter Grocery National Register of Historic Places nomination

Ms. Veregin,

The City of Madison Landmarks Commission is pleased to review, and enthusiastically support, the nomination to list the Klueter Grocery in the National Register of Historic Places.

The nomination shows that the Klueter Grocery is eligible for listing on the Wisconsin State Register and the National Register by being significant for its architecture in the Prairie School style as designed by architect Alvan Small. In addition, the Landmarks Commission finds that the Klueter Grocery building contributes to the historic fabric of this section of the East Washington commercial corridor and warehouse district.

Thank you for the opportunity to provide comments.

Sincerely,

Stuart Levitan

Landmarks Commission Chairperson

Amy Loewenstein Scanlon, Registered Architect

Preservation Planner

Landmarks Commission Secretary

cc: City preservation file  
Mayor Paul Soglin



W I S C O N S I N  
H I S T O R I C A L  
S O C I E T Y



TO: Keeper  
National Register of Historic Places

FROM: Peggy Veregin  
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Thirtieth day of August 2018, for the nomination of the Klueter & Company Wholesale Grocery Warehouse to the National Register of Historic Places:

- 1 Original National Register of Historic Places Nomination Form
- 1 CD with NRHP Nomination form PDF
- Multiple Property Nomination form
- 10 Photograph(s)
- 1 CD with image files
- 1 Map(s)
- 5 Sketch map(s)/figures(s)/exhibit(s)
- 1 Piece(s) of correspondence
- Other:

COMMENTS:

- Please ensure that this nomination is reviewed
- x This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do or do not constitute a majority of property owners
- Other: