

Dowling Apartment Building
Name of Property

Dane County, Wisconsin
County and State

4. National Park Service Certificate

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 Date of Action

Edouard H. Beall 10.7.02

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
___ site
___ structure
___ object

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

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing (Enter "N/A" if property is 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)

DOMESTIC: multiple dwelling

Current Functions
(Enter categories from instructions)

DOMESTIC: multiple dwelling

7. Description

Architectural Classification
(Enter categories from instructions)
Late 19th and Early 20th C.
American Movements

Materials
(Enter categories from instructions)
foundation CONCRETE
walls Brick
roof RUBBER
other stone

Narrative Description

(Describe the historic and current condition of the property on continuation sheet(s).)

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 National Register.

See continuation sheet.

determined not eligible for the _____
 National Register.

See continuation sheet.

removed from the National _____
 Register.

other, (explain:) _____

5. Classification

Ownership of Category of
Property (check Property (Check
as many boxes as only one box)
apply)

private building(s)
 public-local district
 public-state site
 public-federal structure
 object

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

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<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

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Materials
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Narrative Description

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Dowling Apartment Building
Madison, Dane County, Wisconsin

INTRODUCTION

The Dowling Apartment Building is a three-story, steel-reinforced, masonry building finished with dark brick and trimmed with white stone. The structure rests on a poured concrete basement. A parapet hides the flat, rubber roof. Erected in 1922 for William L. and Margaret (Graham) Dowling,¹ the Dowling Apartment Building shows the influence of both the Neo-Classical Revival and the Craftsman styles. It was designed by Madison architect Philip Dean.²

DESCRIPTION

The Dowling Apartment building is located southwest of the Capitol Square on Madison's isthmus in a residential neighborhood dominated by large, late nineteenth and early twentieth century houses. Originally in single-family use, most houses have been subdivided and are occupied by groups of university students. The Dowling Apartment Building is set toward the front of its long, narrow lot. A lawn with foundation plantings and mature trees graces the north- (front) and west-facing (side) yards. A concrete driveway passes along the east-facing façade of the building, leading to a parking area and the back yard. The back yard runs to the edge of a low bluff, which is set above the tracks of the Chicago, Milwaukee and St. Paul Railroad and affords a lovely view of Lake Monona.

The Dowling Apartment building is rectangular in plan, measuring about 90 feet (north-south) by about 48 feet. The short axis parallels West Wilson Street. The north-facing (front) façade is symmetrical with a central, recessed entrance and slightly-projecting pavilions at either end (see photo 1). A projecting

¹ *Capital Times*, 15 December 1922.

² "Dowling Apartment Building," blue prints, July 1922, in possession of owner, Mrs. Theodore Wetterbach.

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course of brick soldiers forms a watertable. The entrance portal exhibits a stone surround with paneled pilasters and an entablature enriched with simple moldings. On the frieze, raised letters read "DOWLING." An original, wrought iron lantern appears on either side of the portal. The entrance itself is composed of a door with a multipane window, framed with sidelights and a transom. The entrance is flanked on either side by a pair of casements surmounted by a transom. The second and third stories are similar, except that the casements-with-transom flank another pair of casements. The central casements are enriched with a lintel of brick soldiers and stone corner blocks. Many of these are the original, multipane or single-pane casements, but some are single-pane replacement casements.³ The replacement windows post-date 1986, but have little effect on the integrity of the Dowling Apartment Building as they match the originals in materials and size. Each end pavilion on the front façade displays a band of four casement windows at each story with continuous stone sills. Above the third story, a cornice extends across the façade. In the central section, the cornice is enriched with simple classical moldings and modillion blocks. The narrower cornice on the flanking pavilions is surmounted by an attic story with a stone coping.

The south-facing (rear) façade exhibits a central, hip-roofed stair tower constructed of structural clay tile and finished with stucco (see photo 4). This stair tower, and its stucco finish, are original.⁴ A one-over-one replacement window with a brick sill appears at each landing. These sash post-date 1986. The door into the stair tower is found on the tower's east face. A gabled screen porch is attached to the south face of the tower. The screen porch is an addition, probably first constructed in 1931,

³ Elevations show both types of casement windows on the front façade. "Dowling Apartment Building," blue prints.

⁴ "Dowling Apartment Building."

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and rebuilt in 1992, after it was severely vandalized.⁵ On the main block of the Dowling Apartments, the stair tower is flanked by a pair of casements and a band of four multipane casements. A continuous sill of brick headers unifies the windows. Wood, two-pane, awning windows appear in the basement. That the first story west of the tower matches the rest of this facade is the result of a fine remodeling planned by the Madison architectural firm of (John J.) Flad and (Frank S.) Moulton in 1931. Originally, a garage door on this façade gave access to one automobile stall inside the apartment block. Following Mr. Dowling's death in 1930, Mrs. Dowling had the automobile stall and an adjacent room for a janitor remodeled to create an efficiency apartment. The exterior was rebuilt to match the rest of the façade.⁶

The east- and west-facing facades are nearly identical (see photo 3). Each is composed of a central, recessed section flanked by slightly-projecting end pavilions. The central section displays six bays of paired and tripled casement windows with stone sills. A cornice with classical moldings and modillion blocks embellishes the central section. The end pavilions are one bay deep and two bays wide. Each bay holds a pair of casement windows, except for the first floor southwest end pavilion. On the west-facing façade of the southwest end pavilion, a heavy, wood-plank door with wrought iron, strapwork hinges appears. This door, which dates from 1931, opens into the efficiency apartment that was created in the 1931 remodeling. Concrete steps with a wrought iron rail lead up to a concrete pad in front of the door. A hip-roofed overdoor clad with bronze shelters it, and wrought-iron lanterns frame it. These elements are all part of the 1931 remodeling.

Eleven dwelling units occupy the Dowling Apartment Building. The floor plan consists of a central hall running north-south, with a

⁵ Mrs. Theodore (Edna) Wetternach, owner, personal communication, 8 May 2001.

⁶ "Remodeling Apartment," contract and blue prints, dated 18 July 1931, in the possession of the owner, Mrs. Theodore (Edna) Wetternach.

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staircase in the middle of the hall and apartments on each of the east and west sides of the hall. The staircase displays a double configuration, in which two flights rise toward a central landing, then turn and rise to separate landings, following this pattern to the third floor. This allows light from the large, pyramidal-roofed skylight to spill down to the first floor. A heavy, circular newel post anchors the staircase; smaller, square Craftsman newel posts appear on the upper landings, with simple, wood, Craftsman balustrades and handrails between. In the hallway, each apartment unit has a laundry chute to the basement, and there is a trash chute (no longer used) that drops to the incinerator (which is still used) and a door to a large dumbwaiter on each floor. At the rear of the building, the exterior stair tower houses a metal, quarter-turn-with-winders staircase with wood treads. On the first floor, there is one three-bedroom apartment (originally the Dowlings' home), one two-bedroom apartment, and the efficiency (originally an office for the janitor and a one-stall garage). Four one-bedroom apartments are located on each of the second and third floors, arranged with two on either side of the hall. High quality materials were used throughout the building. Interior finishes include hexagonal tile (kitchens and bathrooms), brick-patterned linoleum (front vestibule and some unit hallways, apparently original), carpeting (central hall) and bird's-eye maple flooring, and plaster walls and ceilings. With the exception of the efficiency, every apartment features a fireplace (see photo 5). Craftsman style woodwork and built-in kitchen cupboards are found in all the apartments. The one-bedroom units also display built-in dining room sideboards, and the efficiency has built-in bookcases. In all the apartments, except for the efficiency, a cased opening separates the dining and living rooms. Many apartments retain the original dining room chandelier. Each unit has a different model. The efficiency retains its original kitchen sink, countertop and back splash, a single and continuous piece. The doors are mahogany with horizontal panels and solid brass hardware. The basement originally included laundry facilities, a

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storage room for each apartment, and an incinerator (all present). Exposed concrete floors and brick walls are found in the basement.

ALTERATIONS

In 1931, the first floor, southwest corner of the Dowling Apartment Building was remodeled, converting a garage stall and the janitor's office into an efficiency apartment. This remodeling was very sensitive to the original character of the building, matching the materials and elements on both the exterior and the interior. The screened porch appended to the rear stair tower likely was added at the same time. The only other exterior alteration involved the replacement of some of the casement windows with new casements, post-1986. Because the replacement windows match the originals in material and size (and mostly have the same number of lights), their impact is negligible. There have been no structural interior alterations since 1931, only cosmetic changes. In 1965, medicine cabinets were installed in the walls in all the bathrooms. Since 1987, Mrs. Wetternach has embarked on an ambitious plan to rehabilitate and restore the building. She began by having all the exterior brick tuck-pointed. A flat, rubber roof was installed in 1988. In 1989, the electrical and heating systems were updated, and fans installed in the kitchens and bathrooms. Since 1990, the kitchen sinks and countertops have been replaced (except in the efficiency, where the originals have been restored), the woodwork stripped and repainted, and the bird's-eye maple floors have been refinished. These changes are minimal, given that the building is nearly 80 years old, and do not affect the overall excellent integrity of the Dowling Apartment Building.

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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.)

Areas of Significance
(Enter categories from
instructions)

Architecture

Social History

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.

Period of Significance

1922-31

1922-1952

Significant Dates

1922

1931

Significant Person
(Complete if Criterion B is
marked above)

Dowling, Margaret

Criteria Considerations

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

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 resource.

F a commemorative property.

G less than 50 years of age achieved significance within the past 50 years.

Cultural Affiliation

N/A

Architect/Builder

Dean, Philip

Flad and Moulton

Narrative Statement of Significance

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

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STATEMENT OF SIGNIFICANCE: SUMMARY

The Dowling Apartment Building is significant at the local level under Criterion C, as a fine example of a building type, the early twentieth century apartment block. The Dowling Apartment Building displays the rectangular form, brick finish, and Neo-Classical Revival and Craftsman styling that is characteristic of this building type. Its amenities, which include a fireplace, built-in kitchen cupboards and dining room sideboard in every apartment, as well as a dumbwaiter, trash chutes, laundry chutes, and basement laundry and storage rooms, make it a particularly fine example. The Dowling Apartment Building retains excellent integrity. The period of significance for architecture begins with the year of construction, 1922 and continues through the 1931 remodeling, when the building achieved its current plan and appearance.

The property is also significant for its association with Margaret Dowling, who lived in the building from the time of its construction until her death in 1962. The period of significance for its association with Mrs. Dowling begins in 1922 and extends to 1952, the end of the historic period. During these years Margaret Dowling was active in civic organizations in Madison and served on several important civilian commissions. The Dowling Apartment Building, as Mrs. Dowling's residence throughout this period, is the property most closely associated with Margaret Dowling during her period of significance.

HISTORICAL CONTEXT

The original plat for the Village of Madison was surveyed for James Duane Doty in 1836. Doty named the village in honor of the fourth president of the United States. Madison grew slowly during its first decade. It was incorporated as a village in 1846 with a population of 626. In 1848, Wisconsin became the 30th state and Madison was named the capital. The same year, the University of

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Wisconsin was founded. Tremendous growth followed, not only in government and at the university, but in the population in general. When Madison was chartered as a city in 1856, its population was 6,864. By that time, the city's character as a center for government and as a college town was well established. Growth stalled during the Civil War, but boomed during the 1870s as excellent train service help the city to become a regional commercial center.

In the 1880s and 1890s, Madison added another dimension, becoming a manufacturing center. At first, agricultural implements and machine tools were produced by such companies as Fuller and Johnson. In the early twentieth century, the French Battery Company (later known as Ray-O-Vac) and Oscar Mayer were established. The development of a vigorous manufacturing sector and the quadrupling of the student body at the University of Wisconsin between 1900 and 1925 were major factors spurring Madison's growth from the seventh largest city in the state in 1910 to the third largest by 1930.⁷

Today Madison remains a government and university town with thriving commercial and manufacturing enterprises. Detailed information on the history of Madison can be found in David V. Mollenhoff's excellent book, *Madison: A History of the Formative Years*, and in the 1995 report, "Madison Intensive Survey," produced by the city's Department of Planning and Development.

SIGNIFICANCE: ARCHITECTURE

The Dowling Apartment Building is significant under Criterion C as an excellent and intact example of an "apartment block," a

⁷ David V. Mollenhoff, *Madison: A History of the Formative Years*, (Dubuque: Kendall/Hunt Publishing Company, 1982), excerpted from entire book; and Robert C. Nesbit, *Wisconsin: A History*, (Madison: University of Wisconsin Press, 1973), p. 549.

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building type that developed in the late nineteenth century but did not appear in Madison until the early twentieth century. The apartment block contains four or more dwelling units, each with a private kitchen and bathroom. At least two units occupy each floor of the apartment block, in contrast to the "flat" building, in which each floor houses one unit. The "commercial-apartment building" is similar to the apartment block. As the name suggests, it combines retail on the first floor (and often part of the second floor) with apartments on the upper floors. However, the commercial-apartment building evolved from a traditional building type, common in urban areas, in which a shop owner lived above his shop.

The apartment block and the flat building were erected in response to an increased demand for housing in a desirable area where land was limited and/or expensive, such as the downtown. Both the apartment block and the flat building provided a larger number of units on a lot than did a single-family house. In large cities, such as New York and Chicago, apartment blocks and flat buildings were constructed beginning in the last quarter of the nineteenth century. These building types were not erected in Madison until the early twentieth century.⁸

Two- and three-story flat buildings appeared in Madison around 1900, while the first apartment blocks were erected in 1911. The population of the city of Madison nearly doubled between 1890 and 1910, rising from 13,426 to 25,531; it more than doubled over the next twenty years, reaching 57,899 in 1930.⁹ This dramatic increase was the result of several factors -- the expansion of the manufacturing sector, which created many new factory jobs; an increasing number of state workers, in response to new programs introduced by Governor Robert M. La Follette (1901-1906) and

⁸ Mollenhoff, p. 353; and Building permits, Madison Department of Planning and Development.

⁹ Nesbit, p. 549.

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succeeding Progressive Republican governors and legislators; and the growing number of students at the University of Wisconsin, most of whom were male, at a time when the University did not provide housing for male students. At the same time, the steady stream of immigrants arriving on America's shores brought an influx of Italians and Eastern Europeans to Madison, many of whom settled in the Greenbush neighborhood at the southwest edge of the downtown. This population explosion and the high demand for housing downtown, combined with the city center's location on a narrow isthmus and the lack of availability of urban amenities outside the downtown, resulted in a higher density in downtown residential areas. A resident of downtown Madison could have running water, gas for heating and cooking, electricity, indoor plumbing, and telephone service in his home. Outside the downtown, water was pumped by hand, wood-burning stoves were used for cooking and heating, kerosene lamps provided light and the privy was out back.¹⁰ In Madison, downtown apartment living appealed to young, blue- and white-collar workers and professionals who either did not yet have children or who could not afford an expensive residence downtown. It also appealed to older, well-to-do persons who no longer wished to maintain a large home.

The original plat of Madison had laid out relatively large lots downtown (66 feet by 132 feet), such that two flat buildings could be squeezed onto one lot. Alternatively, an apartment block occupying most of the lot and containing as many as 60 dwelling units could be constructed. The Architecture/History Inventory of the Wisconsin Division of Historic Preservation indicates that 57 apartment blocks still extant were erected in Madison between 1911 and 1930. Twenty-two were constructed prior to World War I, between 1911 and 1917. Thirty-five apartment blocks were built between 1919 and 1930. The size of the apartment blocks ranged from four to 60 units. Of these, 34 can

¹⁰ Mollenhoff, p. 353.

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be categorized as small apartment blocks, with fewer than 10 units each. Sixteen can be classified as medium-sized apartment blocks, with between 10 and 20 units each, while only seven are large apartment blocks, with more than 20 units.¹¹

All 57 apartment blocks are rectangular in form, finished with brick, display flat roofs hidden behind a parapet, and rest on a concrete basement. Forty-seven of the apartment blocks are relatively plain, but are embellished with Classical or Craftsman ornamental details, generally around the front entrance and the windows, and at the parapet. Of the remaining ten apartment blocks, four display the influence of the Tudor Revival, five are Mediterranean Revival in style and one is an Art Deco design. The interiors are typically plain or Craftsman-influenced.

The Dowling Apartment Building exemplifies the apartment block of the early twentieth century, incorporating all of the architectural details described above. It has a boxy, rectangular form, is veneered with dark red brick and trimmed with stone. A parapet, ornamented with a classical cornice and modillion blocks, hides the flat roof. The Dowling Apartment Building is set on a poured concrete basement. The influence of the Craftsman style is evident in the bands of casement windows with continuous sills, which give the exterior a horizontal emphasis. The classical cornice at the parapet and the stone portal framing the entrance add Neo-Classical Revival elements. The interior is simple, but includes Craftsman-influenced woodwork and built-in kitchen cupboards and dining room sideboards, floors of bird's-eye maple and tiled bathrooms with decorative inlays.

Depending upon the type of tenant the owner of the typical apartment block hoped to attract, the amenities included would

¹¹ Wright's Madison City Directory, (Milwaukee: Wright Directory Company, 1931).

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vary. The Bellevue Apartment Building, (29 East Wilson Street, 1913, NRHP), for example, was a luxury apartment, and

featured fireplaces, folding beds, sophisticated on-premises ironing and laundry facilities and a dumbwaiter system for food and packages.¹²

At 32 units, the Bellevue Apartment Building was also the largest in Madison until the construction of the Ambassador Apartments at 522 North Pinckney Street (43 units) and Kennedy Manor at 1 Langdon Street (60 units) in 1929. Smaller apartment blocks tended to have fewer amenities.

At eleven units, the Dowling Apartment Building is a medium-sized apartment block, yet it had the amenities of a luxury apartment, including a fireplace in every apartment, distinctive dining room chandeliers, built-in kitchen cupboards and dining room sideboards, laundry chutes, trash chutes direct to the incinerator, a basement storage room for each apartment, a dumbwaiter, and laundry facilities. All these elements combine to make the Dowling Apartment Building a fine example of an early twentieth century apartment block.

The Dowling Apartment Building was designed by Madison architect, Philip Dean (1857-1930). Although born in Madison to one of the city's historically-important medical clinic-building families, Philip Dean studied engineering at the University of Wisconsin. His first job in architecture was as supervisor of the construction of the Jefferson County Courthouse (Jefferson, Wisconsin) in 1882. He opened an architectural office in Appleton in 1883, working there until 1899. From 1899 until 1911, Dean practiced architecture in Wausau. He moved to Madison in 1911, working independently until 1913, when he became the first to hold the post of Building Commissioner for the city of Madison.

¹² Mollenhoff, p. 353.

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In 1922, Dean resigned that position and returned to private practice. In July 1922, Dean prepared plans for the Dowling Apartment Building. During the late 1920s, he relocated to Los Angeles, California, where he lived until his death.¹³

Very few of Dean's Madison projects have been identified. He is known to have designed the Richard Keeley House at 109 East Gorham Street (1911) and the John Kelly Store at 510-514 State Street (1927), both still standing. Dean is not believed to have practiced privately during his tenure as city building commissioner. Most of his known projects are located in Wausau, Kaukauna and Appleton. None are apartment buildings; most are either single-family residences or commercial blocks.¹⁴

In contrast to Dean, the work of Flad and Moulton, designers of the 1931 remodeling of the Dowling Apartment Block, is well known. John Joseph Flad (1889-1967) was born and educated in Madison. He apprenticed with Madison architect James O. Gordon in 1907, then briefly worked for another Madison architect, Robert Wright. Flad worked at a series of Chicago firms between 1909 and 1914. He then returned to Madison and worked for Alvan E. Small until 1917. After a two-year stint in the office of the Wisconsin State Architect, Flad rejoined Small, remaining until 1926. From 1926 until 1932, Flad practiced architecture in partnership with Frank S. Moulton (1891-1981). Moulton was born in Madison but raised in Ashland, Wisconsin. He studied at Cornell University, then worked for Madison architect, A. D. Conover, from 1912 to 1916. Moulton worked for the Wisconsin State Architect from 1916 until 1926, rising to the position of chief designer.¹⁵

Flad and Moulton are known to have designed 18 buildings in Madison during their six-year partnership. Most were single-

¹³ Rankin, no page numbers.

¹⁴ Ibid.

¹⁵ Ibid.

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family houses, executed in the Colonial Revival and Tudor Revival styles. The firm also designed three large hotel/apartment buildings and St. Bernard's Roman Catholic Church at 2450 Atwood Avenue. Flad was a dedicated Catholic and is best known for the buildings he designed for the Catholic church.¹⁶ It is likely this association that inspired Mrs. Dowling to select Flad and Moulton to remodel her apartment building, as she herself was a devout Catholic.

Following the dissolution of their partnership, Flad and Moulton each worked independently. Flad's firm, which expanded to include his sons and other male relatives, had become the largest architectural and engineering firm in Madison by the time of Flad's death in 1967. Today, Flad and Associates retains its position as the largest local firm, with branch offices as far flung as Gainesville, Florida. Moulton, whose fine designs for the University of Wisconsin Memorial Union, University Hospital and Student Nurses' Dormitory (all on the Madison campus), testify to his talent as an architect, went on to teach art education and planning at the university.¹⁷

The Dowling Apartment Building has had only two owners in its 80-year history. For this reason, and because of the careful attention that the owners have lavished on it, the Dowling Apartment Building retains excellent integrity. The Dowling Apartment Building was erected in 1922 for William L. and Margaret (Graham) Dowling at a cost of \$30,000. The Dowlings lived in apartment A, a three-bedroom unit occupying half of the first floor, until their deaths. Theodore L. Wetternach became the second owner in April 1963. Since Wetternach's death in November 1986, his widow Edna P. Wetternach has been sole owner of the Dowling Apartment Building.¹⁸

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ "The Dowling Apartment Building," album prepared by Edna P. Wetternach, in

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William L. Dowling (1864-1930) was born and raised in Madison's fourth ward, an area in which the Dowling Apartment Building was later built. Dowling worked for the Chicago, Milwaukee, St. Paul and Pacific Railroad as a young man, first in the freight department and later as a mail clerk. Upon retiring from the railroad, he opened a shoe store on the Capitol Square (on West Main Street) in partnership with Jacob Esser. Dowling represented the fourth ward on the Common Council for seven years during the 1910s and the 1920s. Dowling also chaired the local draft board during World War I.¹⁹

Significance: Social History

The Dowling Apartment Building is further significant for its association with Margaret (Graham) Dowling (?-1962). The period of significance begins in 1922, the year the Dowling Apartment Building was constructed, and ends at the 50 year period in 1952. During this entire time Margaret Dowling lived in an apartment in the building. Margaret Dowling was active in civic affairs in the city and the state and in Madison's Catholic organizations. She was born in Cincinnati, Ohio and moved to Madison in 1900. From 1900 until 1904, she worked as a hat trimmer at the Mahoney Hat Shop. In 1904, she bought the shop, operating it as the M. L. Graham Hat Shop until 1917. That year, she married William L. Dowling and sold the hat shop to her sisters.

A devout Catholic, Mrs. Dowling was very active in Catholic and public charity work in the years following her marriage. Between 1922 and 1925, Mrs. Dowling acted as chair of the women's

the possession of Mrs. Wetterbach.

¹⁹ "Death Takes W. L. Dowling, ex-Alderman," Wisconsin State Journal, 13 January 1930; "Mrs. Dowling Rites Slated on Saturday," Capital Times, 2 August 1962; and "An Orchid To . . . Mrs. William L. Dowling," Capital Times, 19 March 1949.

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division for the fundraising campaigns that enabled the construction of the Catholic Community Center, Marshall Hall at Edgewood College, and an addition to St. Mary's Hospital, all in Madison. She also directed the furnishing of the Catholic Community Center. For many years, Mrs. Dowling served on the board of the Madison Catholic Association, the Madison Catholic Women's Club and the Wisconsin Council of Catholic Women. As president of the last organization from 1934 to 1936, Mrs. Dowling criss-crossed the state some 11,000 miles in discharging her duties.²⁰

In 1934, Governor Albert G. Schmedeman appointed Mrs. Dowling to two statewide citizens committees, one to review highway safety and the other to investigate housing problems. Governor Philip La Follette appointed Mrs. Dowling to a statewide citizens committee to survey conditions in state institutions in 1936. Through this committee, Mrs. Dowling helped draft a comprehensive program for the improvement of institutional care for children, the indigent, the sick, and the elderly. As part of this committee, Mrs. Dowling reviewed studies of the underlying causes contributing to child delinquency, gaining an interest in the subject. She later served on a statewide advisory board formed by Elizabeth Yerxa, studying delinquency in Dane County. Mrs. Dowling was actively involved in the study, contacting school superintendents, priests, ministers, and doctors to gather information.²¹

Locally, Madison Mayor James R. Law named Mrs. Dowling chair of the Madison clothes depot, an office established for receiving and sorting used clothing for those in need during the Depression. Mrs. Dowling worked six days a week, all day, supervising five employees and overseeing operations. She also sat on the Madison Public Welfare Board for several years. Mrs. Dowling was a contributing member of the Blessed Martin House, an

²⁰ Ibid.

²¹ Ibid.

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interracial house for the poor on West Washington Avenue; and a member of the auxiliary board of the Neighborhood House, a settlement house for immigrant families in the impoverished Greenbush neighborhood, for more than ten years. Mrs. Dowling also was an organizer of the annual local Christmas Seal campaign and a member of the Community Chest board.²²

During World War II, Mrs. Dowling was an active member of the USO (United Service Organization) Council. From 1942 until the end of 1946, she served on the local price panel control board of the federal Office of Price Administration. Mrs. Dowling was an active member of the Dane County Democratic Club, the National Woman's party (a non-partisan organization promoting the advancement of women), and the Madison Woman's Club. She won a national award for her work as chair of the Better Homes department of the Madison Woman's Club in 1941. Mrs. Dowling lived in the Dowling Apartment Building until her death in August 1962.²³

Margaret Dowling because of her social standing and economic status was able to make important contributions to her local community. Working as an unpaid volunteer, she provided important social services and raised money for charitable organizations. Mrs. Dowling's life from the time of her marriage onward reflects a life of civic contribution through her charitable work. From her history we may infer that she was an important asset to these organizations; two governors appointed her to citizens' committees that investigated social welfare issues throughout the state. She also served on citywide boards dealing with public welfare. Margaret Dowling is significant because her contributions were far-reaching; she worked with religious societies and institutions, she was a member of city boards and clubs, and she served on statewide commissions. During World War

²² Ibid.

²³ Ibid.

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II her efforts extended to a national scope; she worked with the USO and with the Office of Price Administration.

Margaret Dowling continues the tradition of women's involvement in the political sphere and in reform movements, which began in the nineteenth century. As detailed in Cultural Resource Management in Wisconsin, middle class women were the chief beneficiaries of the economic and technological advances of the late nineteenth century. These women became the backbone of the feminist movement, they formed and joined women's clubs, they lobbied for suffrage, and they led the temperance movement. In the twentieth century, the focus shifted to improvements in the spheres of health and family welfare through their work in women's clubs. Because these women's work and contributions were unpaid and were in the fields of social betterment, much of this history is unrecorded and unstudied. Margaret Dowling characterizes the active club woman as outlined in Cultural Resource Management:

Characteristic of Wisconsin club women, especially the Federation's leaders, was the impressive overlap in the organizations in which they were members and causes to which they were committed. The typical woman was likely to be involved in suffrage, temperance, library, patriotic, or church work. Many were also members of professional associations, historical societies, and state boards or commissions.²⁴

Margaret Dowling is, therefore, significant, not for a specific contribution, but for her decades of work through various societies and organizations and her social welfare work on the local and statewide level.

²⁴ Barbara Wyatt, ed., Cultural Resource Management in Wisconsin (Madison: State Historical Society of Wisconsin), vol.3, Women's Organizations, p.4-4.

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Mrs. Dowling left her estate to the local diocese of the Catholic Church. Bishop O'Connor, a friend of Mrs. Dowling's, felt it inappropriate for the Catholic Church to hold rental property and arranged for the estate to sell the apartment building. In April 1963, Theodore L. Wetternach bought the Dowling Apartment Building, paying \$90,000. Mr. Wetternach passed away in November 1986, leaving his widow, Edna P. Wetternach as sole owner of the property. In 1987, she embarked on a rehabilitation of the Dowling Apartment Building that continues. On the exterior, the roof has been replaced, the brick has been tuck-pointed and some of the original casement windows have been replaced with new, wood casement windows. On the interior, carpeting has been removed, the bird's-eye maple floors have been refinished, and most of the kitchens have been updated with new counter tops and sinks. The tile, tubs and sinks in the bathrooms have been restored and many of the original light fixtures have been preserved.²⁵

CONCLUSION

The Dowling Apartment Building has served its original use for 80 years. It continues to convey its historic significance as an excellent and intact example of an apartment block, making it eligible for the National Register of Historic Places under Criterion C. As the long time home of Margaret Dowling, the property is eligible under Criterion B in the area of social history for its association with an individual who worked for many years to promote the welfare of society both at a local and a statewide level. The Apartment Building is the property most closely associated with Mrs. Dowling during the years of her contribution.

²⁵ "The Dowling Apartment Building."

Dowling Apartment Building
Name of Property

Dane County, Wisconsin
County and State

9. Major Bibliographic References

(Cite the sources used in preparing this form on continuation sheet(s).)

Previous Documentation on File (NPS):

- 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:

Mrs. Theodore Wetternach

10. Geographical Data

Acreage of Property less than one

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

1	<u>1/6</u>	<u>3/0/5/6/3/0</u>	<u>4/7/7/0/9/2/0</u>	2	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / /</u>
	Zone	Easting	Northing		Zone	Easting	Northing

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 Elizabeth L. Miller, Historic Preservation Consultant
organization for City of Madison (K. Rankin) date 5-9-2001
street & number 215 Martin Luther King Junior Boulevard telephone 608-266-6552
city or town Madison state WI zip code 53703

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.)

name Mrs. Theodore (Edna) Wetternach
street & number 310 Williams Circle telephone 608-845-9239
city or town Verona state Wisconsin zip code 53593

Dowling Apartment Building
Name of Property

Dane County, Wisconsin
County and State

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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Dowling Apartment Building
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REFERENCES

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Dowling Apartment Building
Madison, Dane County, Wisconsin

VERBAL BOUNDARY DESCRIPTION

The Dowling Apartment is located in the city of Madison, Dane County, on a parcel more particularly described as Lot 2, Block 47, Original Plat of Madison, except that part dedicated to railroad purposes. The parcel encompasses less than one acre.

VERBAL BOUNDARY JUSTIFICATION

The boundaries of the Dowling Apartment Building coincide with the legal boundaries of the parcel on which the building sits and enclose all those resources historically associated with the property.

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Dowling Apartment Building
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Photo 1 of 5
Dowling Apartment Building
Madison, Dane County, WI
Photos by Elizabeth L. Miller, February, March and May 2001
Negative on file at the State Historical Society of Wisconsin
View of the north-facing (front) façade, looking south.

Photo 2 of 5
Detail of front entrance, looking south.

Photo 3 of 5
View of west-facing façade, looking southeast.

Photo 4 of 5
View of south-facing (rear) façade, looking north.

Photo 5 of 5
View of the living room in Apartment A (the Dowlings' unit),
showing the fireplace.

445 - 447 W WILSON ST

DOWLING APARTMENTS
MADISON, DANE COUNTY, WISCONSIN

100 0 100 Feet


