

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

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic n. a.

and/or common Sherman Avenue Historic District

2. Location

1004 through 1315 Sherman Avenue inclusive; 403 through 411 N. Bearly St., inclusive,
street & number 460 N. Few Street and 480 N. Baldwin Street not for publication

city, town Madison vicinity of

state WI code 55 county Dane code 025

3. Classification

Category	Ownership	Status	Present Use
X district	public	X occupied	agriculture
building(s)	X private	unoccupied	museum
structure	both	X work in progress	commercial
site	Public Acquisition		educational
object	n.a. in process	Accessible	private residence
	being considered	yes: restricted	entertainment
		X yes: unrestricted	religious
		no	government
			scientific
			industrial
			transportation
			military
			other:

4. Owner of Property

name See continuation sheets.

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Dane County Register of Deeds Office

street & number 210 Martin Luther King Jr. Boulevard

city, town Madison state WI 53709

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes X no

date 1975; updated 1982 and 1984 federal X state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state WI 53709

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received FEB 17 1988

date entered MAR 22 1988

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Sherman Avenue historic district is an area of gracious middle class houses dating mostly from the mid 1890s to the late 1920s. Created out of marshland along the shores of Lake Mendota, it was built during Madison's first era of suburban expansion. Unlike the popular west side suburbs, however, it was located near the downtown, only ten blocks east of the Capitol Square. The district includes the five-block long section of Sherman Avenue that stretches from Giddings Park on the south to Tenney Park on the north. The district is composed essentially of the eighty-two residential buildings that face Bearly Street and Sherman Avenue, along with numerous garages and boathouses. The topography is flat, since most of the area is filled marshland. The scenic natural beauty is provided by the backdrop of Lake Mendota, a large, majestic inland lake with a lively and variable character. The houses on the west side of Sherman Avenue all have lake frontages.

Almost all of the houses were built as single-family residences, only six of which were built to be rental units. Three structures were built as two-flats, one of which was owner-occupied. The Sherman Apartments (#37, 480 North Baldwin Street, please see map) is a substantial brick seven-unit structure that was also owner-occupied at first. The only non-residential primary building ever constructed in the district was a two-story frame grocery store built in 1916 by Carl and Mary Dengel behind their house at 1113 Sherman (#15 and #14). The Dengels ran the grocery store here until 1932 when they converted the building into a two-flat.

As one might expect, the houses on the lake side are larger and more imposing than the houses across the street, although there are several large residences on the non-lake side, including the Tudor revival Nelson house at 1015 Sherman (#4), the vernacular Queen Anne Lenzer house at 1025 (#7), the prairie style Hókanson house at 1047 (#11), the French provincial Frautschi house at 1301 (#38) and the Lewis bungalow at 1315 (#41).

The elements unifying the two sides of the street are similar setbacks, building heights, rooflines, materials and an eclectic mixture of styles, from Queen Anne to the period revivals. Most of the houses are fairly close to the sidewalk, except in the 1200 block along the lake, where the angle of the lakeshore created deeper lots. Most of the houses on both sides of the street are also close together, the lots typically being 50 feet wide. Ninety-five percent (78) of the houses are 1½ to 2½ stories high (three houses are one-story high and the Sherman Apartments is three stories high). Most rooflines are hipped or gabled. The houses are sided in wood (37%), stucco (22%), brick (16%), and stone (6%) or a combination of two of these materials (19%).

The architectural styles are similarly varied. There are 23 Queen Anne/shingle style houses, 25 prairie/Craftsman/bungalow houses, and 20 period revival style houses (colonial, Tudor, Cotswold Cottage, Mediterranean and French provincial). The other 14 houses are modern or vernacular.

Another unifying element is the high degree of integrity of the houses on both sides of the street and the unobtrusive appearance of the non-contributing buildings. Most of the houses in the district look very much like they did when they were built. In a few instances, alterations to the rooflines have occurred and some attached garages have been constructed, but other than that, most alterations that have been undertaken have been sensitive to the design integrity of the buildings. There are six non-contributing buildings, all constructed after 1939. Two of these buildings are period revival in style and therefore blend in quite well with the other buildings. One is a 1940s vernacular cottage, two are 1950s suburban style houses, and one is a 1973 boathouse that is nearly invisible from the street.

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The Louis Hirsig house, 1010 Sherman Avenue, is listed on the National Register (12-02-74) and is a designated Madison Landmark, 1975, Madison Landmarks Commission, Madison, WI 53710.

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Sprinkled throughout the district are a number of garages and boathouses.¹ Following are short descriptions of the architecturally significant buildings in the district, arranged by style:

Queen Anne/shingle

73. John L. and Bertha Erdall residence, 1228 Sherman Avenue (1895). The first house in the Sherman Avenue historic district was built in 1895 for the secretary of the Willow Park Land Company, the firm that developed the area. This 2-1/2-story, frame, Queen Anne style house has clapboards on the first floor with shingles above. Several gables project from the steeply pitched hip roof and a witch's cap turret rises above the polygonal bay on the front facade. Tuscan columns support the small entrance porch. A Palladian window and shingled fascia decorate a front gable. A colonial revival garage is attached to one side. This house was severely damaged by fire in 1985 and has recently been restored.

45. Joseph and Jennie Mitchell residence, 1020 Sherman Avenue (1900). This pleasant, 1-1/2-story, Queen Anne style cottage has Tudor revival details. An oriellied round turret at a front corner of the facade has a witch's cap roof covered in slate. Under the turret is an inset entrance porch trimmed with a delicate triangular arch. Wood is inset into the stucco walls to imitate half-timber and is especially decorative in the tower where it forms diamond shapes under and over the windows. The hip roof has simple shed-roofed dormers projecting from flared eaves.

52. George and Lydia Bartlett residence, 1050 Sherman Avenue (1902). A gambrel roof shelters this 2-1/2-story house. The design is essentially shingle style with a taut surface created by narrow clapboards, a balanced asymmetrical composition, and many colonial details, including fully pedimented and pilastered dormers, Palladian windows, cornice modillions, an oval window with keystones and Tuscan porch columns with urns and a classical balustrade on the balcony above.

Craftsman/prairie/bungalow

57. Joseph C. and Frances Schubert house, 1118 Sherman Avenue (1905). This unusual Craftsman style design features diamond-shaped leaded glass in the transoms of the oversized windows and in the upper sash of smaller double hung windows. The 2-1/2-story stucco house is essentially symmetrical in appearance. The central entrance porch has a shed roof supported by flat-topped stuccoed piers, which rise above the roofline. Decorative rafter ends trim the eaves of the porch and of the gabled main block. Corner pilasters also rise above the line of the main roof, which is tile and which is pierced by a central segmentally arched Mahereseque dormer.

42. Carl and Minnie Genske residence, 1004 Sherman Avenue (1913). This prairie style house is elegantly simple in design. The ridge of the gable roof runs parallel to the street and the gable ends flare outwards from the eaves to the ridge in an abstracted

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oriental fashion. Deep eaves, a beltcourse between the first and second floors, banded windows and a flat entrance hood stress the horizontal. The design is one of balanced asymmetry. On the front facade, an unusual shallow bay with three triangular-topped windows light the landing of the interior stairway, just to the side of the main entrance. A similar doorway and bay window combination was used for the Ira and Mary Griswold residence down the street, a simpler design by the same architects (1158 Sherman Avenue, 1915).

43. Louis and Marie Hirsig house, 1010 Sherman Avenue (1913). Another simply elegant design, this two-story, stuccoed, prairie style house has a gable roof with the ridge running parallel to the street. Flat red tiles cover the main roof and also a shed roofed porch which shelters the central entrance. The facade is symmetrical around the sidelit doorway and features bands of casement windows with multi-paned sash. A continuous brick watertable, flat, abstracted wooden corner pilasters, widely overhanging eaves, and oriental rafter ends add to the modern effect of this design.

55. Charles H. and Louise Allyn residence, 1106 Sherman Avenue (1914). Another fine prairie style house, the Allyn house is similar in form and materials to the previously described prairie houses. Two dormers with widely overhanging eaves project from the gable roof. The central doorway is sheltered by a flat window hood on strong cantilevered brackets with a balconet above. The balconet railing is composed of vertical slats, each pierced by a small decorative motif. A recently constructed frame two-car garage is attached to one side.

71. and 72. Rev. H. C. and Bertha Hart residence, 1220 Sherman Avenue, and Rev. Arthur S. and Edith Magann residence, 1224 Sherman Avenue (both 1915).

Built at the same time, these two houses are similar in shape and fenestration, but the Hart house faces the street and the Magann house faces the southwest. They are basically rectangular houses, with a large central dormer, bands of double-hung windows grouped in threes, and a gable roof. The Hart house is mostly stucco, with a raised brick basement and brick corner and porch pilasters. The Magann house is mostly brick. A stucco and pseudo half-timber section on the street side is demarcated by a long planter, giving the building a Swiss look.

11. Emil and Imra Hokanson residence, 1047 Sherman Avenue (1916). One of the largest prairie style houses in Madison, this lovely house has a T-plan with gable roofs; the front gable runs parallel to the street. The walls are of a warm, red-brown Roman brick with raked horizontal joints. Most windows are banded casements with stained glass sash in a simple rectangular border design. The front steps lead up to a raised, brick-walled terrace that extends across the front of the house. A stone architrave surrounds the doorway which is sheltered by a segmentally arched Maher-esque hood. For many years, this house was a multi-unit apartment building, during which time some of the stained glass windows were replaced with plain sash and the green tile roof was replaced by asphalt. Fortunately, the house is now owner-occupied and is being well maintained once again.

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20. Joseph M. Boyd Investment house, 1127 Sherman Avenue (1917). A simple, small, two-story, prairie style house, this stuccoed building is totally devoid of decorative trim. Its distinction lies in its simple symmetrical facade made up of interlocking rectangular masses in the Wrightian manner and bands of windows. Shallow hip roofs have widely overhanging eaves and flared fascia boards.

48. John and Charlotte Doyle residence, 1028 Sherman Avenue (1902, remodeled 1928). This two-story hip roofed house originally had wood siding. In 1928, it was remodeled with a brick veneer, stained glass, and lovely terra cotta trim on the front second story windows and brick porch piers. The terra cotta, which features a linear and attenuated Sullivanesque floral design, was specially designed for this house.

8. M. C. and Margaret Viles residence, 1031 Sherman Avenue (1938). This small, one-story house continues in the tradition of the prairie school, but because of its modernity, it is more properly classified as "Wrightian." A shallowly pitched hipped roof shelters the living spaces and also the integral one-car garage. A half-story brick wall rises in the center front to become the rectangular chimney mass, which pierces the roofline. To the right is a band of multi-paned casements. To the left is the inset entrance which is trimmed by narrow horizontal wood bands applied to the stucco surface. Widely overhanging eaves and low planters enhance the horizontal lines of this excellently-proportioned house.

74. Christoff Pfister residence, 1234 Sherman Avenue (1910). This two-story gable roofed bungalow is larger than most bungalows in Madison. The first story is covered in wide clapboards with a very slightly projecting clapboarded raised basement. The second story is stuccoed. A gable roofed porch projects from the center of the front facade and rests on heavy posts. Above is a shed-roofed dormer with a band of four double-hung windows. To each side of the porch is a large window with a leaded glass transom. Brackets and decorative rafter ends trim the eaves.

41. William and Marci Lewis house, 1315 Sherman Avenue (1915). Another fine bungalow, this house has more prairie style elements than the Pfister house. The ridge of the gable roof is parallel to the street. The main gable shelters the recessed porch, which extends across the front facade. The porch consists of three wide arched openings between wooden piers. The rail is an extension of the brick basement, which features an indentation in every six courses of bricks to create horizontal bands. A hipped roof with wide eaves shelters a three-windowed central dormer, which is trimmed to match the porch. Gable ends are decorated in pseudo-half-timber.

Period revival

49. Samuel and Helen Nielson residence, 1030 Sherman Avenue (1897). One of the first houses constructed in the district, this two-story clapboarded house is an early and refined example of the Georgian revival style. Essentially a rectangular box below a hip roof, this house has an asymmetrical three-bay facade. The front porch rests on Tuscan columns. A small, one-story room in the same style was added next to the porch at a later

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date. The main entrance features sidelights and a fan light. The tall, narrow windows are six-over-six double hungs. Thin doubled pilasters trim each corner; dentils decorate the wide cornices of the main block and of the hipped roofed dormers. A later garage projects from one corner of the house.

51. Harry and Jessie Butler residence, 1040 Sherman Avenue (1916). This full-blown Georgian revival house is one of the largest and most imposing houses in the district. A 2-1/2-story, five-bay hip roofed pile, this house is covered in red brick laid in Flemish bond. A molded brick beltcourse separates the first and second stories and brick pilasters demarcate the corners and the central bay. The large first-story windows are twelve-over-twelve, while the smaller second story windows are six-over-six, except for the twelve-over-twelve center window. The elegant wood porch features Corinthian columns, wrought iron rails and a classical wooden balustrade above. Modillions decorate the cornices of the porch and the main block. Simple, but large gable roofed dormers project from the steeply pitched roof, which is crowned by a classically balustraded widow's walk.

44. Chauncey and Catherine Blake residence, 1016 Sherman Avenue (1916). The two-story gable roofed Blake residence is a simple, five-bay Georgian revival house. Wood shingles cover the walls. Windows are six-over-six double hungs. Corner pilasters, a wide cornice with dentil-like trim and a painted molded brick chimney embellish the design, along with a fan- and sidelit doorway and a gable roofed entrance porch on thin Tuscan columns.

66. Dr. Walter H. and Helen Sheldon residence, 1154 Sherman Avenue (1921). This red brick gable roofed, federal revival style house has one of the most refined designs in the Sherman Avenue historic district and indeed in the entire city. The symmetrical front features a clapboarded central entrance pavilion on which Roman Ionic engaged columns support a full pediment. Delicate egg-and-dart molding surrounds the doorway and its traceried fanlight. To each side of the entrance pavilion is a large, twelve-over-twelve window trimmed with a blind arch in the brick above and a wrought iron balconet below. Five six-over-six windows are evenly spaced on the second story. Two bay windows project from the south side and a brick two-car garage with fanlights over the doors extends from the north side.

77. Harry M. and Lillian Warner residence, 1244 Sherman Avenue (1922). This is another imposing red brick Georgian revival house, with a five-bay facade and a hip roof with flared eaves. The central doorway has a rectangular toplight and a wrought iron balconet above. To each side is a large bay with multi-paned casements. The second floor fenestration is five, six-over-six windows. The three front dormers have fanlit six-over-three windows. A Victorian style tower at the back corner of the house was recently added. The house sits back from the street on a large wooded lot. A fancy wooden fence with urn finials and arched gates graces the sidewalk.

4. Leonard M. and May Nelson house, 1015 Sherman Avenue (1924). Weeping mortar and irregularly laid brick distinguish this quaint, two-story Cotswold Cottage. The steeply pitched gable roof has shingles in the gable ends. A front dormer is trimmed with pseudo-half-timber. The door has a Gothic arched top, windows are mostly leaded casements and

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some have label moldings. A one-story pseudo-half-timber wing in back is a recent addition which blends well with the design of the house.

79. Harry M. Warner investment house, 1250 Sherman Avenue (1929). This distinguished, large house is Tudor revival in style. The roof is a steeply pitched hip with flared eaves. A steeply pitched central gable covers a sandstone entrance pavilion. The doorway is recessed under a wide pointed-arched opening of dressed stone. Above, a label molding trims a trio of diamond-paned leaded glass windows. Just to the left of the entrance pavilion is a massive graduated chimney mass. Above the eaves, the stone turns to red brick in the form of two engaged square flues set at a 45-degree angle to the house. The rest of the first floor is rough-cut sandstone. The second floor is pseudo-half-timber with brick infill laid in decorative patterns. Most windows are leaded glass casements, including a rectangular bay on the southwest side of the house.

Archeological Potential

The area within the Sherman Avenue historic district was originally marshland that was dry for some parts of the year. Therefore, the potential for prehistoric archeological resources to exist in this area along the lakeshore is high. Prehistoric archeological remains probably exist intact below the fill added in the 1890s for housing development. No archeological studies have been undertaken in this area.

Preservation Activities

The houses in the Sherman Avenue area generally have been well-maintained since they were built. The small number of buildings used for rental purposes were mostly built by residents of the district as investments. Almost all of the rental units are now either owner-occupied or else are still owned by people who live nearby. This neighborhood stability, coupled with a continuous pride in the beauty of the street, has negated the need for organized historic preservation efforts. The neighborhood has been featured in a locally-produced walking tour guide, "The Prairie Style on Madison's Near East Side: A Walking Tour," by Gordon D. Orr, Jr., has been the focus of several Preservation Week walking tours and was also the location of one of the City's yearly "Alternate Parades of Homes".

This nomination was prepared by the City of Madison Department of Planning and Development at the request of two downtown neighborhood associations and the district alderperson.

A Note on Interiors

Several of the houses in the Sherman Avenue historic district have well-maintained interiors of architectural significance. No attempt was made, however, as part of this nomination, to assess the value of these interiors, although such a study would doubtless prove fruitful and informative.

¹As one might expect, the garages and boathouses are typically of non-descript design and are located toward the rear of the property.

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Map Code No.

Contr. Or
Non-Contr.AddressHistoric NameDate of
Constr.

1C	411 N. Bearly St.	Joseph Schubert Investment House #1	1896
2C	1005 Sherman Ave.	Joseph Schubert Investment House #3	1915
3C	1011 Sherman Ave.	Joseph Schubert Investment House #2	1899
4C	1015 Sherman Ave.	Leonard M. & May Nelson res.	1924
5C	1021 Sherman Ave.	Anton & Anna Esser res.	1903
6C	1023 Sherman Ave.	Henry & Elizabeth Hesselbrock res.	1899
7C	1027 Sherman Ave.	Ludwig & Amelia Lenzer res.	1900
8C	1031 Sherman Ave.	Milford C. & Margaret Viles res.	1938
9C	1035 Sherman Ave.	Beulah & Mildred Smith res.	1937
10C	1037 Sherman Ave.	John & Minnie Simpson res.	1913
11C	1047 Sherman Ave.	Emil & Irma Hokanson res.	1916
12C	1101 Sherman Ave.	Frank Frisch Investment House	1930
13C	1107-1109 Sherman Ave.	Augustin Roth two-unit house	1911
14C	1113 Sherman Ave.	Carl & Mary Dengel res. #1	1901
15C	1113-1/2 Sherman Ave.	Carl & Mary Dengel grocery store	1916
16C	1115 Sherman Ave.	Carl & Mary Dengel res. #2	1929
17C	1117 Sherman Ave.	Robert & Emma Rothnik res. #1	1900-1901
18N	1123 Sherman Ave.	Michael & Emmie Karls res.	1947
19C	1125 Sherman Ave.	William & Bessie Kohn res.	1899

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20C	1127 Sherman Ave.	J. M. Boyd Investment house	1917
21C	1131 Sherman Ave.	George & Catherine DeLacy res.	1899
22C	1139 Sherman Ave.	John & Caroline Joachim res.	1899
23C	1141-1143 Sherman Ave.	Jennie Verberkmoe's two-unit Investment house	1911
24N	1145 Sherman Ave.	C.N. & L.P. Schleck Investment house	1945
25C	460 N. Few St.	Cottage	ca.1930
26C	1147 Sherman Ave.	Frank & Jennie Verberkmoe's res.	1904
27C	1155 Sherman Ave.	Helena Schleck Investment house	1904
28C	1157 Sherman Ave.	Robert M. Lamp res.	1895
29C	1161 Sherman Ave.	Magdalen Nelson res.	1937
30C	1201 Sherman Ave.	Edwin & Ida St. John res.	1898
31C	1205 Sherman Ave.	Roy B. Drives res.	1930
32N	1209 Sherman Ave.	Frank & Mary Frisch res.	1946
33N	1221 Sherman Ave.	Brentwood Bldg. Corp. house	1954
34C	1223 Sherman Ave.	John & Verna Cadby res.	1913
35C	1225 Sherman Ave.	Robert & Emma Rothnik res. #2	1912
36C	1233 Sherman Ave.	John P. Corry Investment house	1909
37C	480 N. Baldwin St.	Sherman Apartments	1916
38C	1301 Sherman Ave.	Arthur & Thusnelda Frautschi res.	1922
39C	1305 Sherman Ave.	Lester & Charlotte res.	1921
40C	1309 Sherman Ave.	Carl & Gertrude High res.	1921
41C	1315 Sherman Ave.	Wm. & Mabel Lewis res.	1915

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42C	1004 Sherman Ave.	Carl & Wilhelmina Genske res.	1913
43C	1010 Sherman Ave.	Louis & Marie Hirsig res.	1913
44C	1016 Sherman Ave.	Chauncey & Catherine Blake res.	1916
45C	1020 Sherman Ave.	Joseph & Jennie Mitchell res.	1900
46C	1022-1024 Sherman Ave.	Robert M. Lamp two-unit Investment house	1897
47C	1026 Sherman Ave.	Charles & Anna Hoebel res.	1914
48C	1028 Sherman Ave.	John & Charlotte Doyle res. remodeled	1902 1928
49C	1030 Sherman Ave.	Samuel & Helen Nielson res.	1897
50C	1032 Sherman Ave.	Harry L. & Jessie Butler res. #1	1897
51C	1040 Sherman Ave.	Harry L. Butler res. #2	1916
52C	1050 Sherman Ave.	George & Lydia Bartlett and Rudolph & Mabel Kropf res.	1902
53C	1054 Sherman Ave.	Louis & Annie Goodchap res.	1897
55C	1106 Sherman Ave.	Charles H. & Louis Allyn res.	1914
56C	1114 Sherman Ave.	Albert & Wilhelmina Kuolt res.	1913
57C	1118 Sherman Ave.	Joseph C. & Frances E. Schuberg res.	1905
58C	1122 Sherman Ave.	Joseph E. & Adeline Messerschmidt res.	1922
59C	1125 Sherman Ave.	George H. & Helen Clarke res.	1911
60C	1130 Sherman Ave.	Alvin T. & Minnie Webb res.	1901
61C	1134 Sherman Ave.	Adam & Theodore & Emma & Anna Niemann res.	191
62C	1138 Sherman Ave.	Paul & Jessie Voelker res.	1913
63C	1140 Sherman Ave.	Alf. & Ida Refuse res.	1937

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64C	1144 Sherman Ave.	William D. & Jessie Tenney res.	1911
65C	1150 Sherman Ave.	Edgar & Marie McEachron res.	1920
66C	1154 Sherman Ave.	Dr. Walter H. & Helen Sheldon res.	1921
67C	1158 Sherman Ave.	Ira & Mary Griswold res.	1915
68C	1202 Sherman Ave.	R. E. & Hatie Replinger res.	1904
69N	1206 Sherman Ave.	James & Anna Garver res.	1955
70C	1212 Sherman Ave.	George H. & Sarah Shaw res.	1899
71C	1220 Sherman Ave.	Rev. H. C. & Bertha Hart res.	1915
72C	1224 Sherman Ave.	Rev. Arthur S. & Edith Magann res.	1915
73C	1228 Sherman Ave.	John L. & Bertha Erdall res.	1895
74C	1234 Sherman Ave.	Christoff Pfister res.	1909
75C	1236 Sherman Ave.	E. D. Lemon Investment house	1939 ✓
76C	1240 Sherman Ave.	William R. & Mary Curkeet res.	1919
77C	1244 Sherman Ave.	Harry M. & Lillian Warner res.	1922
78N	1244-1/2 Sherman Ave.	James L. Korb Boathouse and Apartment	1973
79C	1250 Sherman Ave.	Harry M. Warner Investment house	1929
80C	1252 Sherman Ave.	Adolph & Louise Kanneberg res.	1930
81C	403 N. Bearly St.	Robert & Sarah Hastie res.	1854
82C	407 N. Bearly St.	Joseph Schubert Investment House #4	1913

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BUILDING COUNT

Contributing Buildings:	76	residences
	42	garages and boathouses
TOTAL:	118	contributing buildings

Non-contributing Buildings:

6	residences
0	garages and boathouses

8. Significance

Period	Areas of Significance—Check and justify below							
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion				
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science				
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture				
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/				
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian				
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater				
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation				
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)				

Specific dates 1854-1939¹

Builder/Architect See text

Statement of Significance (in one paragraph)

The Sherman Avenue historic district is architecturally significant as a relatively intact turn-of-the-century working and middle-class neighborhood. The area contains excellent examples of residential design in the Queen Anne, shingle, Craftsman, prairie, bungalow, Georgian revival, Tudor revival, and Cotswold cottage styles. In addition, it contains representative works of several locally important architectural firms.

Historical Background

Sherman Avenue and its surrounding area were included in the original plat of Madison drawn up in 1836 for pioneer Wisconsin land agent and speculator, James Duane Doty. Following the shoreline of Lake Mendota, Sherman Avenue was one of only a handful of streets that did not conform to the plat's rectangular grid pattern. Surveyor Suydam's notes on the plat stated that some blocks in the Sherman Avenue area were "wet prairie". Suydam surveyed the area in October, when the land was probably fairly dry. In the spring, these areas were often "a shallow lake. . .and in places covered by water at all times."²

To the east, however, a hillock provided enough high ground for a saw and flour mill to be constructed. Channellizing the meandering Yahara River, the outlet of which was just east of the boundary of the district, permitted the creation of a four-foot drop to power the mill. The mill was erected in 1850 for Leonard J. Farwell, a land speculator who owned most of the land east of the Capitol Square and who was credited with Madison's 1850's building boom. At the same time, Messrs. Tibbets and Gordon erected a brewery on the same high ground, creating Madison's first industrial enclave. Further to the east, a beautiful maple-studded area beloved by the Indians (later the Village of Maple Bluff), became gentleman farms for Farwell and a few other prominent pioneer families. Except for the springtime, when it was often a muddy quagmire, Sherman Avenue became the favored route to this eastern industrial and residential sector because of its scenic aspect along Lake Mendota's shore. Although the mill and the brewery both changed hands several times, the land along Sherman Avenue continued as part of the mill-brewery property. Sometime in the 19th century, someone planted a line of willow trees along the avenue and the street became a favorite Sunday promenade. No doubt a large part of the reason for this local pastime was the fact that the brewery ran a saloon as an adjunct to its operations. Madison's many German residents cherished their Sunday outings to the beer gardens and saloons on Madison's outskirts. Only one house was built in the district before the 1890s development boom. In 1854, Robert and Sarah Hastie built a charming frame cottage at the corner of Brearily and Gorham Streets. Hastie was a house painter. Later, in 1872, the house became the home of the Joseph and Johannah Schubert family. Joseph Schubert was Madison's premier photographer in the late 19th century.

Sherman Avenue remained a scenic backwater until the early 1890's, when Madison experienced another period of rapid growth. In this era, Madison's first suburbs were developed, mostly on the near west side. From 1891 to 1899, 728 acres were purchased in the Madison area for development. According to an 1892 Wisconsin State Journal article, the largest real estate demand at the time was for "outlying lakefronts".³

9. Major Bibliographical References

See continuation sheets.

10. Geographical Data

Acreage of nominated property 18 acres

Quadrangle name Madison East and Madison West, WI

Quadrangle scale 1:24000

UTM References

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Verbal boundary description and justification

See continuation sheets.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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11. Form Prepared By

name/title	Katherine H. Rankin, Preservation Planner		
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organization	City of Madison Dept. of Plan & Dev.	date	February 23, 1987
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street & number	215 Martin Luther King Jr. Boulevard	telephone	(608) 266-6552
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city or town	Madison	state	WI 53710
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12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

J. C. Heuer date DEC. 18, 1987

J. C. Heuer

title

For NPS use only

I hereby certify that this property is included in the National Register

Beth Grosvenor Roland date 3/20/88
keeper of the National Register

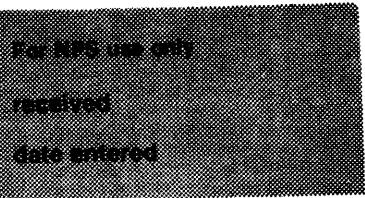
Attest: _____ date _____

Chief of Registration

**United States Department of the Interior
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The time was ripe to fill the marshlands along Sherman Avenue. In 1892, the Willow Park Land Company was incorporated to purchase the lands west of Sherman Avenue along the lakeshore (see map of plats). Robert Wootton, a local businessman with varied investment interests, became president of the corporation. John Erdall, a prominent Norwegian lawyer, was secretary and Frank W. Hoyt, a real estate lender with his father, was treasurer. The company undertook a massive filling operation, using a dredge stationed off shore to fill the marshland with sand and rocks, at the rate of several thousand cubic feet of lake bottom per day. In April, 1895, the Willow Park subdivision was recorded and a few weeks later construction began on John Erdall's lovely Queen Anne residence at 1228 Sherman Avenue. Some of the lands east of Sherman Avenue were filled at the same time by local real estate entrepreneur, Leonard W. Gay, who named one of the new streets "Sidney" after a favorite son. Gay's Northside subdivision was recorded in May of 1897. Shortly thereafter, more filling operations resulted in Lenzer's replat, developed in 1899 for retired farmer Ludwig Lenzer, and Park's subdivision, recorded in the same year for W. J. and Margaret Park, downtown booksellers, whose house was nearby on Gorham Street.

The pace of development in this new area during its first five years was lively, with 14 buildings constructed. Most of the houses on the non-lake side were built as single family houses for working class folk. The houses across the street were built for middle class people, including the families of a dentist-realtor, the superintendent of the City's street railway company and one of the Madison's leading attorneys.

Just to the east of the new development was a low, marshy section around the mouth of the Yahara River. The Madison Parks and Pleasure Drive Association (MPPDA) decided to purchase the site for Madison's first large in-city park. The Association had previously concentrated its activities in the purchase of pleasure drives on the outskirts of town. Many citizens believed, however, that the pleasure drives only served fairly wealthy people who could afford horses and carriages. The Association met that criticism with the proposal to purchase lands close to the downtown to provide recreational facilities for the "wage-earning" class.⁴ In 1899, the City of Madison, Joseph Hausmann, who owned the nearby brewery, and the Willow Park Land Company donated the first parcels of lakefront land to the Association for the future Tenney Park. Later the Association purchased the rest of the land from the owner of the old mill property. It is interesting to note that the treasurer of the Willow Park Land Company, Frank Hoyt, was also treasurer of MPPDA during this time. Another Sherman Avenue resident, Harry Butler, was the law partner of John M. Olin, the president and guiding light of the MPPDA. Joseph C. Schubert, who would soon move from his family home at 403 N. Bearly Street onto Sherman Avenue, was also active in the Association, and served later as its second president.

While Tenney Park was being filled and developed, the Willow Park Land Company platted the remainder of their lakefront holdings as the Willow Park addition. After the outline of Tenney Park had been decided upon in 1905, the MPPDA, D. K. Tenney and others platted the Parkside subdivision facing the new park along Marston Avenue. Meanwhile, along Sherman Avenue, development of new housing continued apace. While the area continued to attract a variety of residents from many walks of life, many of the new homeowners in the district were downtown merchants, bankers and owners of small and medium-sized businesses. This is

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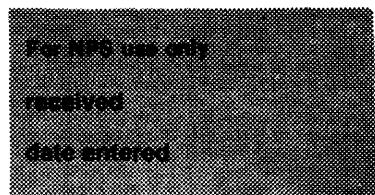
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in contrast to other residential areas being developed at the same time in Madison, such as Orton Park, which attracted many professionals, and Wingra Park and University Heights, which attracted university professors. During this time, such people as Louis Hirsig, part owner of Wolff, Kubly and Hirsig hardware store, Charles Hoebel, owner and founder of the Madison Saddlery manufacturing company, and Emil Hokanson, owner of a large auto dealership, built imposing residences on Sherman Avenue.

The 1920s decade was a booming era in Madison, with major new developments on the east and west sides. Since Sherman Avenue was already well-developed, new construction in the 1920s and 1930s was in the form of infill, especially on the north end of the district. Sixteen houses were constructed in this period, essentially completing the look that Sherman Avenue has today.

Architecture

The Sherman Avenue historic district is significant as a collection of residences representing several styles of design from the 1890s to the 1930s. It also contains houses that are notable works of important local architectural firms.

Sherman Avenue has received the most attention and interest for its houses in the prairie style. Madison's most prolific architectural firm in this style was **Claude and Starck**. Louis W. Claude (1868-1951), who is considered to have been the major designer of the firm, took a general science course at the University of Wisconsin from 1887 to 1889, during which time he worked in the offices of the local firm Conover and Porter.⁵ From 1890 to 1893, he worked in several Chicago offices, including Burnham and Root, and Adler and Sullivan. Edward F. Starck (1868-1947) was born in Milwaukee and educated in Madison. Before joining Claude, he worked with several architectural firms, including D. R. Jones of Madison, E. T. Mix in Milwaukee and Handy and Cady of Chicago. Claude and Starck's partnership began in 1896 and continued for over 30 years. The firm is probably best known today for its important series of small libraries done in the prairie style (including one in Evansville and one in Merrill, Wisconsin, both NRHP), but they also had an extensive residential practice as well. In Madison, Claude and Starck's known works include over 130 designs, mostly for residences. In the Sherman Avenue historic district, the firm is known to have been responsible for the design of six houses. The Genske house (#42, 1913, 1004 Sherman Avenue), the Allyn house (#55, 1914, 1106 Sherman Avenue), and the Griswold house (#67, 1915, 1158 Sherman Avenue), are simple stuccoed houses sheltered by widely overhanging gables, with their ridges parallel to the street. Claude and Starck were partial to this form, described by some historians as the "compact-cubical" type of prairie style design.⁶ The Hokanson house (#11, 1916, 1047 Sherman Avenue) is probably the best example of Claude and Starck's work in the district, and indeed is one of the finest prairie style houses in the city. Its widely overhanging and flared eaves, complex multiple-gabled massing, banded stained glass windows, Roman brick with raked joints and Maher-esque entrance add distinction to the imposing design. An unusual example of the firm's work is the remodeling of the Doyle house (#48, 1928, 1028 Sherman Avenue), an earlier frame house that was faced with brick and received a new porch. The front facade is enhanced with elegant terra cotta trim, including delicate, linear, late prairie style

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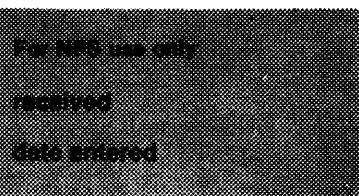
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panels on the second floor. An unusual example of the firm's work is the Schubert house (#57, 1905, 1118 Sherman Avenue), a stucco house with decidedly Craftsman inspiration.

Alvan Small (1869-1932) was another local architect who favored the prairie style. Small entered the offices of Conover and Porter in 1887 after completing his schooling. He worked with the firm until 1899 when he went to Chicago to work for Louis Sullivan. Small returned the following year and formed a partnership with Lew F. Porter. This association lasted until 1907 when Small went out on his own. Small's business was not as successful as Claude and Starck's, but his design skills were equal to or better than Louis Claude's. One of Small's finest house designs is the Hirsig house (#43, 1913-1914, 1010 Sherman Avenue, NRHP), a simple stucco house of superb proportions. The eave brackets, flared eaves and banded casement windows of the Hirsig house show the affinity of prairie style design with Japanese traditions. The Hart and Magann houses (#71 and 72, 1915, 1220 and 1224 Sherman Avenue) are also interesting examples of Small's work. The Hart house is an uncomplicated prairie style design, while its sister house next door is distinguished by its abstracted Swiss chalet motifs.

In the prairie school tradition, but in a more modern mode, is the Viles house (#8, 1938, 1031 Sherman Avenue). The designer of this very early ranch house was William V. Kaeser, a devotee of the work of Frank Lloyd Wright. Born in Greenville, Illinois, Kaeser earned his undergraduate degree in architecture from the University of Illinois and his master's degree in architecture from MIT in 1932. After working for a short time with Frank Riley, Kaeser established his own practice in 1935. The Viles house is one of only four known Kaeser houses in Madison (most were built in surrounding communities), and is beautiful and forward-looking design.

The collection of prairie style houses, therefore, not only exemplifies the heyday of the style, but also represents a rare and late use of prairie motifs (the Doyle house, 1928) and the new Wrightian mode (the Viles house, 1938) that grew out of Prairie School principles.

Besides the prairie style, Sherman Avenue contains excellent examples of the Queen Anne era. One of the finest Queen Anne cottages built in Madison was the Mitchell house (#45, 1900, 1020 Sherman Avenue). The Queen Anne massing of the Mitchell cottage is decorated with half-timber work and Gothic details. The house was designed by Gordon and Paunack, one of Madison's most important firms at the turn-of-the-century. James O. Gordon came to Madison with his parents in 1857. In 1889, he began his architectural practice here and in 1892, took as a partner a native Madisonian, Fred W. Paunack. Paunack died a young man in 1904 and Gordon continued the firm with his son until Gordon's death around 1915. The firm had a varied practice, but advertised itself as making "a specialty of designing residences". It is most well-known today for its Queen Anne houses, including the Curtis-Kittleson house (NRHP) and the Steensland house (NRHP).

The architect of the Erdall house (#73, 1896-1897, 1228 Sherman Avenue) is not known. Nevertheless, it is a fine example of its period, with the picturesque, complex massing of the Queen Anne, colonial revival details and the taut shingled surfaces of the shingle

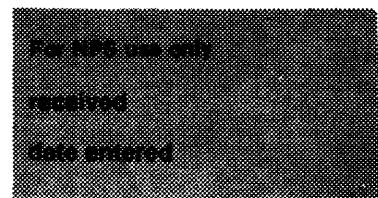
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style. Although the design is not complicated, the house is still an important example of the Queen Anne era, because many of Madison's most significant Queen Anne houses have been altered or destroyed. The Bartlett-Kropf house (#52, 1902, 1050 Sherman Avenue) of a few years later also has neo-colonial details and a taut surface appearance, but its gambrel roof creates a more authentic colonial appearance, although the arrangement of fenestration and dormers is undoubtedly Victorian. Another house from the turn-of-the-century, the Nielson house (#49, 1897, 1030 Sherman Avenue), is a purer example of the colonial revival mode, with its six-over-six windows, rectangular mass, corner pilasters and fan and sidelit doorway.

In the 1910s and 1920s, several fine bungalows were built on Sherman Avenue, including the prairie-detailed Lewis bungalow (#41, 1910, 1234 Sherman Avenue) and the Mediterranean-influenced Clarke house (#59, 1911, 1126 Sherman Avenue). These houses are among the finest bungalows in Madison, a community that for some reason did not experience the bungalow craze that took Milwaukee and Chicago by storm.

Finally, the Sherman Avenue historic district contains good representations of the Georgian revival and the Tudor revival styles. Madison's two significant practitioners in these styles were Law, Law and Potter and Frank Riley. Law, Law and Potter was the most successful firm in Madison between 1920 and 1940. Their practice was notable in terms of both size and quality and was marked by the equal felicity with which the partners managed all of the major styles of the period revivals. James R. Law (1885-1952) was born in Madison. He worked for Claude and Starck from about 1901 to 1906 when he left to attend the University of Pennsylvania School of Architecture. Upon graduation, Law worked in the office of the Wisconsin state architect, Arthur C. Peabody, until starting his own firm in 1914. He was shortly joined by his brother, Edward J. Law, and in 1925, took in his senior draftsman, Ellis C. Porter, as his second partner. One house on Sherman Avenue is known to have been designed by the firm. The Blake house (#44, 1916, 1016 Sherman Avenue) was one of Law's first commissions and is reminiscent of a mid-Georgian country house, with its shingled walls, molded brick chimney and a full complement of colonial details. Law was sufficiently proud of this early design to include it in a 1937 monograph of his firm's work.

Frank Riley (1875-1949) was born in Madison, studied civil engineering at the University of Wisconsin from 1895 to 1897 and graduated from the Massachusetts Institute of Technology in 1900. He worked in various Boston firms until 1911, when he left for Europe, not returning to Madison until 1915, when he began his own practice. Riley was perhaps the ablest practitioner in the period revival styles in Madison and many of Madison's finest residences and commercial and institutional buildings in these styles came from his hand. There are three Georgian revival houses designed by Riley in the Sherman Avenue historic district, the Butler house (#51, 1916, 1040 Sherman Avenue) the Sheldon house (#66, 1154 Sherman Avenue) and the first Warner house (#77, 1922, 1244 Sherman Avenue). All three houses are red brick piles in very formal adaptations of the Georgian style. All have a standard five-bay facade with a central entrance and superb details. Although all three houses certainly rank among the finest Georgian revival designs in the Madison area, the Sheldon house is particularly distinctive because of the

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late Georgian delicacy and finesse of its proportions and details. Riley's Tudor revival designs were much rarer. An excellent example of his medieval style work remains, however, on Sherman Avenue. The second Warner house (#79, 1929, 1250 Sherman Avenue) combines rustic sandstone with decoratively patterned brick and half-timber on a picturesque asymmetrical massing.

The houses described above are the outstanding and individually significant residential designs in the district. But the more vernacular or modest examples of the various styles also contribute to the character of Sherman Avenue and add a vitality that more homogenous neighborhoods sometimes lack. For instance, in contrast to the stylish Queen Anne Erdall house, vernacular versions were built across the street, including the old-fashioned fish-scale shingled Joachim residence (#22, 1900, 1139 Sherman Avenue, the classical Roth two-unit apartment building (#13, 1911, 1107-1109 Sherman Avenue) and the similar Verberkmoe's two-unit residence (#23, 1911, 1141 Sherman Avenue).

A small, prairie style house of modest proportions merits mention because of its Wrightian massing. The Boyd Investment house (#20, 1917, 1127 Sherman Avenue) was designed by the short-lived firm of Phillips and Homer and is one of the few known examples of this firm's work. Although the house is tiny, its modernity is so distinctive that many Madisonians today insist that it was designed by Frank Lloyd Wright.

The Nelson house (#4, 1924, 1015 Sherman Avenue), is a quaint version of a Cotswold cottage, a popular style in Madison in the 1920s. The weeping mortar, label window moldings and overshot gable ends make this house a particularly attractive representation of the style. More vernacular versions of medieval inspiration are the second Dengel house (#16, 1929, 1115 Sherman Avenue) and the two nearly-identical Cotswold cottages, the Drives house (#31, 1205 Sherman Avenue) and the Frisch house (#12, 1101 Sherman Avenue), both built in 1930.

There are several architecturally significant residential areas in Madison that are probably eligible for the National Register. The distinction of the Sherman Avenue historic district lies in its stylistic diversity, its fine collection of prairie style designs, the vitality created by the juxtaposition of working and middle class houses in close proximity to each other, the relatively unaltered condition of its buildings and the scenic beauty of its backdrop, Lake Mendota.

-
1. The period of significance begins with the construction of the first house in the district. It ends with the building hiatus caused by World War II. The end date was determined by the architectural character of the buildings constructed in the late 1930s and later. The late 1930s buildings have more historic architectural character and a closer design relationship to the earlier houses than the buildings constructed after World War II. Specifically, the Viles house at 1031 Sherman Avenue, constructed in 1938,

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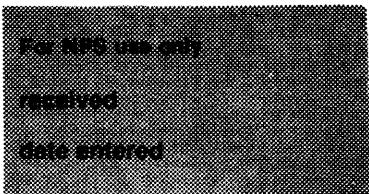
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is an architecturally significant building constructed in the Wrightian manner by one of Madison's premier architects. The Lemon House, built in 1939 at 1236 Sherman Avenue, is a large, brick and stone colonial designed by the local firm of Livermore and Samuelson. The buildings constructed after World War II include a tiny, vernacular Cotswold cottage, a plain, vernacular colonial, a simple house of no architectural style, a tri-level, a contemporary style house and a pseudo-half-timbered boathouse constructed in 1973.

2. Mollenhoff, p. 20.
3. Ibid., p. 461.
4. "Centennial Edition," sec. VI, p. 8.
5. Orr, p. 7.
6. Ibid., p. 9.
7. Wisconsin State Journal, August 18, 1899.
8. A Monograph of the Work of Law, Law and Potter.
9. Claude and Starck, Alvan Small, Law, Law and Potter and Frank Riley are listed as significant Wisconsin architects in the Cultural Resource management manual.

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Beginning at the intersection of the North Bearly Street right-of-way and the Lake Mendota shoreline, proceed in an approximately north-northeasterly direction along the shoreline behind the houses at 1004 through 1252 Sherman Avenue to the northeastern lot line of the house at 1252 Sherman Avenue. Then proceed southeasterly along said lot line and across Sherman Avenue to the northwestern lot line of 1315 Sherman Avenue, thence northeasterly along said line to the northeast lot line of said house, thence southeasterly along said lot line to the southeastern lot line of said house. Then proceed in a generally south-southwesterly direction along the rear lot lines of the houses at 1315 to 1005 Sherman Avenue to the rear lot line of the house at 411 N. Bearly Street. Proceed southeasterly along the rear lot lines of 411, 407 and 403 N. Bearly Street to the E. Gorham Street right-of-way. Proceed southwesterly to the N. Bearly Street right-of-way; then proceed northwesterly along said right-of-way to the point of beginning.

The boundaries of the Sherman Avenue historic district are visually strong. On the west, Lake Mendota is a clear edge. On the northern border is Tenney Park, a 44-acre public park created in 1899. To the south is Giddings Park, a two-acre lakeshore park which is located behind the large yard of the Christ Presbyterian Church, constructed in 1961. Behind the houses on the non-lake side of Sherman Avenue is a continuation of the Tenney-Lapham Neighborhood, of which the Sherman Avenue historic district is a part. The houses outside the district are generally much smaller and much less imposing than the houses within the boundaries. The lots are also usually smaller. The district is distinguished from the surrounding neighborhood by its high percentage of architecturally significant houses. The houses on North Bearly Street (#403, 407 and 411) are included because the house at 403 N. Bearly was owned from 1872 to 1915 by the Schuberts, a family that built four investment properties within the district (including 407 and 411 N. Bearly St.), and whose son, a popular Madison mayor, built a house for himself down the street at 1118 Sherman Avenue.

- A. 16 / 306560 / 4773040
zone easting northing
- B. 16 / 306630 / 4772950
- C. 16 / 306860 / 4773690
- D. 16 / 306970 / 4773560

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Page Photographs

All photographs taken in September, 1987 by Katherine H. Rankin. Negatives in possession of the City of Madison Department of Planning and Development.

- Photo #1: Christ Presbyterian Church, Gorham Street, just southwest of district boundaries, view from northeast
- Photo #2: 403 N. Bearly Street, view from west
- Photo #3: 1031 Sherman Avenue, view from northnorthwest
- Photo #4: N. Ingersoll Street, southwest side, just southeast of district boundaries, view from north
- Photo #5: 1101 and 1107-1109 Sherman Avenue, view from southwest
- Photo #6: 1123 Sherman Avenue, non-contributing building, view from northwest
- Photo #7: 1139 and 1141-1143 Sherman Avenue, contributing; and 1145 Sherman Avenue, non-contributing, view from southwest
- Photo #8: 1209 Sherman Avenue, non-contributing building, view from west
- Photo #9: 1221 Sherman Avenue, non-contributing building, view from north
- Photo #10: Sidney Street, northeast side, just southeast of district boundaries, view from west
- Photo #11: 1301 Sherman Avenue, view from west
- Photo #12: 1315 Sherman Avenue, view from west
- Photo #13: Tenney Park, just northeast of district boundaries, view from southwest
- Photo #14: 1004, 1010 and 1016 Sherman Avenue, view from south
- Photo #15: 1040 Sherman Avenue, view from east
- Photo #16: 1118 Sherman Avenue, view from southsoutheast
- Photo #17: 1154 Sherman Avenue, view from southeast
- Photo #18: 1206 Sherman Avenue, non-contributing building, view from east
- Photo #19: 1234, 1236 and 1240 Sherman Avenue, view from south
- Photo #20: 1250 Sherman Avenue, view from south

location of photographer

