

United States Department of the Interior
National Park Service

For NPS use only
received **AUG 4** 1982
date entered

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 Cardinal Hotel

and/or common N/A

2. Location

street & number 416 West Wilson Street not for publication

city, town Madison vicinity of congressional district

state Wisconsin code 55 county Dane code 025

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> <u>N/A</u>	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name John Sandner, Trustee

street & number 5403 Bashford

city, town McFarland vicinity of _____ state Wisconsin 53558

5. Location of Legal Description

courthouse, registry of deeds, etc. Register of Deeds, City-County Building

street & number 210 Monona Avenue

city, town Madison state Wisconsin 53709

6. Representation in Existing Surveys

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

date 1977 federal state county local

depository for survey records Historic Preservation Division
State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

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

Describe the present and original (if known) physical appearance

Overlooking Lake Monona, the Cardinal Hotel is a rectangular, five story, red brick structure, forty-six feet by eighty-two feet, with the straight front and level roofline typical of commercial buildings of the day. The rounded facade at the corner of Wilson and Franklin streets points toward the site of the railroad passenger stations that were the origin of many of the hotel's guests. The first floor of the building is built into the contour of the hill that leads up to the Wisconsin State Capitol. Built as a three story building in 1908, it was expanded to its present height the following year.

The narrow stone courses that accentuate each floor create a layering effect that complements the projecting denticulated cornice below the flat roof. The building is generously fenestrated. A fairly even balance is maintained between horizontal and vertical lines on the upper floors, though the windows appear more as voids in a masonry plane than as glass infill in a pier-and-spandrel lattice. The large sash windows are arranged in vertical bands; the second floor windows have plain stone lintels and the third through fifth floors have brick and stone relieving arches. Alternating stone voussoirs and quoins frame all windows.

Red brick with stone on the northeast, Franklin Street and the southeast, Wilson Street and common brick on the northwest and southeast walls constitute the frame of the building. Fire escapes are attached to the northwest wall. On the southwest wall, a common brick wall covers the first floor and forms a reversed ell-shaped plane as it rises to the roofline at the south corner of the building. The remainder of the southwest wall on the second through fifth floors is recessed and is wood frame veneered with silver-painted tin pressed to resemble brick. There are balconies off the second and fourth floors.

The commercial entrances are on the Wilson Street side of the building; the canopied hotel entrance at the south corner is separated from the tavern entrance at the rounded east corner by two large display windows and a large glass block window. The aluminum panels that surround these windows and the glass block sidelights of the tavern entrance are additions to the original structure, as is the large glass block window. Early photographs show an all-encompassing canvas canopy over these windows and entrances; detailed examination of these photos and the architect's designs will be made to establish the original design for future restoration. A second entrance to the tavern is located on Franklin Street; on the second floor above this entrance is another doorway to the apartment at the rounded corner that was built for the original owner. Markings on the building denote the former presence of a small balcony.

The first floor is divided between the hotel lobby and restaurant and the tavern. The tavern, containing many elements reflective of the Craftsman movement, is almost entirely original. The high wainscotted walls, the panelled doors, and recesses to either side of the mirrored back bar all become part of the same decorative scheme that is accentuated by leaded windows and lighted glass panels designed by the architect. Ceiling fans and lanterns of brass and leaded glass hang from dark wood beams and girders and above the back bar. The floor is tiled.

Most of the south half of the first floor originally was used as the hotel restaurant and lobby. The was extensively altered in the mid-1970s when the space was converted to a dance floor. However, the wood beams and girders still remain behind the dropped ceiling. The kitchen is in back of the former restaurant. Of the original lobby, only the bracketed wood-trimmed arch with denticulated cornice and some of the ceiling beams and girders were not altered during the remodeling of the lobby in the 1960s. The ceramic tile floors here

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and in the restaurant and kitchen are original. This space now is used primarily for storage.

The fifty-six guest rooms are located on the second through fifth floors. Entrance to the central hall of each floor is made through a stairwell or the elevator, both connected to the lobby. Undistinguished in style, the halls and rooms suffer from years of neglect and abuse. A recent fire has made these rooms uninhabitable.

Despite the years of neglect, the exterior of the building retains most of its original character and detail. At one point aluminum panels were added to the street-level commercial facade and the glass block windows replaced an entrance between the tavern and hotel lobby. The small balcony over the Franklin Street entrance recently was removed. The second through fifth floors are badly deteriorated. Because of numerous violations of current city building codes (that were compounded by the recent fire) current plans for adaptive reuse require extensive renovation of the second through fifth floors. Variances have been obtained for those major violations that result from changes in the building codes for commercial structures with wood floor joists so that restoration and remodeling may take place without extensively changing the facade. The tin-veneered southwest wall will be covered with brick that matches the brick of the first and second floors of the wall. The central hall plan with interior stairwell and elevator will be retained when the hotel rooms are converted to twenty-two one bedroom apartments. The hotel lobby and restaurant will be restored to restaurant use, the tavern will be retained in its present, original design, and the street-level facade will be restored to its original appearance.

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/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1908-1909 ¹ - 1932 Builder/Architect Ferdinand Kronenberg, architect ²

Statement of Significance (in one paragraph) (period of significance)

The major significance of the Cardinal Hotel is the commercial role that it played in the East Madison business and railroad vicinity. Completed in 1909, and built directly across Wilson Street from the Milwaukee and St. Paul railroad depot that had stimulated the development of the area with its construction in 1869, it was the last and the largest of the railroad hotels. It quickly became a popular resting and eating place for the railroad men and for the commercial men headed for the King Street business district and the Wisconsin State Capitol. The Cardinal also is significant because it is a visual landmark for those traveling to Madison via the main, Williamson Street route or by train, and it is a good vernacular example of building design in transition from Victorian style to the Commercial Style. The integrity of original construction in the Craftsman-style tavern probably is unique in Madison. ³

COMMERCE Ernest Eckstedt, the builder and original proprietor of the Cardinal Hotel, provides an excellent example of the development of a successful working class entrepreneur. Raised in a German immigrant family, he worked on the railroads for over twenty years before beginning his rise toward becoming a "well-known" Madison hotel proprietor and president of a successful local manufacturing concern. ⁴ Eckstedt was born in Milwaukee on February 29, 1864, and worked in a flour mill and a tannery before joining the Chicago, Milwaukee, and St. Paul Railroad as a switchman in the early 1880s. From the mid-1880s to 1902 he worked in various positions in both the train and passenger service of the Chicago and Northwestern Railway. He moved to Madison in 1885 and quickly settled into life in the German-dominated Williamson Street neighborhood on Madison's east side. It was here that Eckstedt established himself as a successful Madison businessman. ⁵

In 1902, having heard for years "the complaints regarding hotel accommodations at Madison, he decided to meet the situation by entering the hotel business." Eckstedt built the Atlas Hotel at 221-23 South Baldwin Street, on the corner of Baldwin and East Wilson. Within a few years he sold that enterprise and became the proprietor of one of the German community's favorite gathering places, The Tivoli Gardens, located only a block south of the Atlas at the corner of Williamson and Baldwin. In the meantime, he had begun to acquire various parcels of property on Madison's east side and in the nearby community of Fair Oaks. In 1907, Eckstedt purchased two split lots on the western corner of South Franklin and East Wilson Streets. Popularly known as the LaFayette Smith corner, it was one of the few underdeveloped lots left in the downtown area. Its potential is evident in that Eckstedt paid \$12,200 for

(cont.)

1. Wisconsin: Its History and Its People, v. 3, p. 665. Architect's designs in the possession of the Madison Trust for Historic Preservation. Williamson Street, Madison, Wisconsin: An Historical and Walking Tour Guide, p. 10.
2. Architect's designs.
3. Williamson Street pp. 9-10, 17-18.
4. Wisconsin: Its History p. 665. Obituaries: Madison Capital Times, August 31, 1928, p. 1; Madison Wisconsin State Journal, August 31, 1928, p. 1.
5. Madison city directories, 1886-1902. Wisconsin: Its History pp. 662-665.

9. Major Bibliographical References

Madison city directories, 1886-1950
 City of Madison tax assessment records, 1907-1911
 United States manuscript census, 1900, Dane County, Wisconsin
 Madison Capitol Times, August 31, 1928
 Madison Wisconsin State Journal, August 31, 1928

(cont.)

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Madison West

Quadrangle scale 7.5 minute

UMT References

A

1	6	3	0	6	4	9	0	4	7	7	1	7	4	1	0
Zone				Easting				Northing							

B

Zone				Easting				Northing							

C

Zone				Easting				Northing							

D

Zone				Easting				Northing							

E

Zone				Easting				Northing							

F

Zone				Easting				Northing							

G

Zone				Easting				Northing							

H

Zone				Easting				Northing							

Verbal boundary description and justification Block 268, Original plat, part lots 8 and 9 described as follows: Beginning at pt. of intersection of NW line of S. Franklin St. & SW line of E. Wilson St.; then SW along SD line 69 ft; then NW 118 ft; then NE 69 ft. to NW line S. Franklin St.; then along SD line 118 ft.

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

state code county code

state code county code

11. Form Prepared By

name/title George C. Brown

organization

date January 15, 1982

street & number 2210 Rusk Street

telephone (608) 244-2515

city or town Madison

state Wisconsin 53704

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Richard Reaney

title Director, State Historical Society of Wisconsin

date 7/26/82

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

Entered in the
National Register. date 9/2/82

Keeper of the National Register

Attest:

date

Chief of Registration

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property that was assessed for \$7900. After tearing down the one-story frame barbershop situated on the corner, Eckstedt erected his hotel on the site.

The Cardinal Hotel that opened on July 1, 1908 was designed and built as a three-story structure. Tax assessment records show that the original building cost \$20,000 to erect. The two stories that Eckstedt added the following year cost another \$16,000. One of the tallest hotels in the area, the Cardinal provided visitors an unobstructed view of Lake Monona and boasted hot and cold running water, tub or shower baths as desired, and an elevator. Conveniently located across the street from the Chicago, Milwaukee, and St. Paul east side railroad depot and within a block of the Chicago and Northwestern depot, it quickly became "a headquarters for railroad men and also was well known to hundreds of traveling men." From the family apartment on the second floor at the rounded corner, Eckstedt could watch the arrival of the trains carrying his patrons and manage the hotel. ⁶

Over the next twenty years Eckstedt became an increasingly prominent member of the Madison business community, joining both the Elks and the Eagles service clubs while maintaining his ties to the German community through membership in the Madison Maennerchor. In 1917, about the time of United States entry into World War I, Eckstedt was named president of the Valecia Condensed Milk Company. He directed the restructuring of the company into the Valecia Evaporated Milk Company, with plants in Middleton, Sparta, and Footville, Wisconsin (the Footville plant was nominated to the NRHP, January 1982). In 1927, Pet Milk Company bought out the Valecia Company. ⁷

Eckstedt remained the proprietor of the Cardinal Hotel until his sudden death on August 30, 1928. Eckstedt's son, George, became the proprietor until his early death four years later on July 15, 1932. Since then the hotel has had numerous owners. Beginning in the 1930s, the hotel offered weekly and monthly rates. Over the years, as rail travel became less popular, the hotel suffered the fates of many of its kind. A recent fire made the hotel rooms uninhabitable. ⁸

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ARCHITECTURE The Cardinal Hotel has stood for years as a visual landmark to Madison-bound visitors traveling from the east along Williamson Street, the main corridor to the capitol for the north and the east, and to commercial travelers and railroad men arriving at Madison's east side depots. Today, although its visual dominance has been subdued by larger buildings behind it, it is no less impressive. It is one of only two hotels of the many that once stood in the area that is extant and relatively unaltered. Of the two, it retains the higher degree of original design features in both the interior and the facade. The striking contrast of bichromatic red brick and stone in combination with the flat roof,

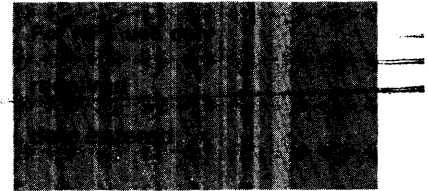
6. Madison city directory: 1909, p. 486; 1911, p. 528. City of Madison tax assessments, 1907-1911. Obituaries: Madison Capital Times, August 31, 1928, p. 1; Madison Wisconsin State Journal, August 31, 1928, p. 1. Wisconsin: Its History . . . pp. 662-666. Williamson Street . . . passim. Register of Deeds, Dane County, Wisconsin, warranty deed entries (1904-1915), numbers 261543, 261906, 270915, 273486, 273487, 281659, 282546, 303977, 322985.

7. National Register of Historic Places Inventory-Nomination Form (FHR-8-300), "Historic Resources of Footville, Wisconsin," Footville Condensory.

8. Madison city directories, 1927-1950, passim.; 1933, p. 229.

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level skyline, and the evenly balanced vertical and horizontal lines signifies the Cardinal Hotel as a transitional building style between the late Victorian style and the Commercial Style. The Craftsman-style interior of the tavern is probably singular among Madison public places both in its style and the high degree of integrity of original construction.

The hotel was designed by Ferdinand Kronenberg of Madison, Wisconsin. Born in 1877, Kronenberg emigrated from Germany in 1885 and settled into Madison's east side German community fifteen years later. At the time the Cardinal Hotel was built, he lived less than two blocks from his client, Ernest Eckstedt. Kronenberg's own home stands today at 1456 Williamson Street. Never a "high-style" architect, Kronenberg designed many buildings for the German and the Catholic communities of Madison during the early twentieth century. Nearly eighty of his designs, including St. James Church, the Washington Hotel (whose window treatments are similar to those of the Cardinal), as well as the Cardinal, are in the possession of the Madison Trust for Historic Preservation. It is these designs that will be consulted in the restoration of the first floor facade of the building.⁹

9. Madison city directories, 1900-1910. United States manuscript census, 1900, Dane County, Wisconsin, v. 12, e.d. 53, sheet 15, line 98. Williamson Street pp. 18, 34-35.

Bibliography

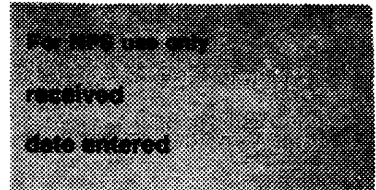
9

2

- Wisconsin: Its History and Its People. Edited by Milo M. Quaife. (Chicago: S.J. Clarke Publishing Company, 1924) Volume 3.
- Williamson Street, Madison, Wisconsin: An Historical Survey and Walking Tour Guide. By Gary Tipler. (Madison, Wisconsin: Madison Landmarks Commission, 1978).

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PROPERTY NAME Cardinal Hotel

8	2	0	0	0	6	5	0
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REFERENCE NUMBER

W	I
---	---

STATE

0	2	5
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COUNTY CODE

Correct street address should be 416 E Wilson.

SIGNED, SHPO OR AUTHORIZED REPRESENTATIVE

2/13/86

DATE