

89000005

NPS Form 10-900
(Rev. 8/86)
Wisconsin Word Processor Format (1331D)
(Approved 3/87)

OMB No. 1024-0018

United States Department of the Interior
National Park Service

JAN 09 1989

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

Historic name HOFF DEPARTMENT STORE

other names/site number THE HOFF MALL

2. Location

street & number 101-103 East Main Street N/A Not for Publication

city, town Mount Horeb N/A vicinity

state Wisconsin code WI county Dane code 025 zip code 53572

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u> </u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
		<u>1</u>	<u>0</u> Total

Name of related multiple property listing:
None

No. of contributing resources previously listed in the National Register None

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ___ does not meet the National Register criteria. ___ See continuation sheet.

* [Signature]
Signature of certifying official
State Historic Preservation Officer-WI
State or Federal agency and bureau

11/21/88
Date

In my opinion, the property ___ meets ___ does not meet the National Register criteria. ___ See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.
___ See continuation sheet

Beth Boland 2/14/89

___ determined eligible for the National Register. ___ See continuation sheet

___ determined not eligible for the National Register.

___ removed from the National Register.

___ other, (explain:) _____

Signature of the Keeper

Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

COMMERCE/Department Store

COMMERCE/Specialty Store

7. Description

Architectural Classification

(enter categories from instructions)

Materials

(enter categories from instructions)

Other: Commercial Style

foundation Concrete

walls Brick

roof Asphalt

other Wood

Describe present and historic physical appearance.

The Hoff Mall is a two-story Commercial Style brick building located in the city of Mt. Horeb, a small rural community on the western edge of Dane County. As typical of most small towns in the early 20th century, the business district is located on the main street that runs through the entire length of town. The business district comprises four blocks on both sides of the street with the Hoff Store occupying one entire block. The commercial district is largely composed of two-story frame and brick commercial buildings dating from the 1880s to the early twentieth century and contains examples of Boomtown vernacular, Queen Anne, Italianate, Neo Classical and Commercial Style building forms.

Hoff Department Store is rectangular in shape, 125'x80', with a raised parapet on the front and side elevations and a flat roof. It was constructed of burned No. 1 Chicago brick with cement mortar. The street level of the main (east) facade is composed of plate glass windows topped by leaded prism glass transoms. These plate glass windows are paired and separated by brick pilasters. The pilasters are two feet wide with a concrete base and plain capitals that support a continuous lintel across the entire front of the store at the base of the second floor. New bronze anodized mullions were added and aligned with the original mullions of the prism glass transoms so that clear insulated plate glass windows could be installed.

Counting from left to right on the main facade there are four plate glass windows, a pilaster and then two more windows before the first recessed entrance. Windows recede on each side to a glass door with a metal frame. After another brick pilaster there are three sets of four plate glass windows that are separated by two brick pilasters. A last group of three plate glass windows leads to the second recessed entrance situated on the northwest corner of the building. This entrance also has a glass door and a wrought iron railing at the far right to allow access from the main facade only.

The second floor of the main facade has 24 double-hung sash windows set in pairs and situated in groups of four. They have cement sills, flat brick headers and are separated by the brick pilasters that continue up from the first floor. This combination of four windows and a pilaster continue across the entire length of the second story.

X See continuation sheet

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1

Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

The base and coping of the parapet form continuous cement bands that run the entire length of the facade. The parapet has a stepped shape. The words "Hoff's 1916" are cast in cement squares about two feet square and are surrounded by a header brick border. A similar but larger rectangular block formed by a header brick border and two smaller square blocks are the only other decorative features of the parapet.

The west side of the building continues the plate glass windows that lined the storefront of the main facade. Beginning at the recessed corner entry there are four plate glass windows set in pairs and separated by a brick pilaster identical to those in the front. These windows are also topped with leaded prism glass transoms. There are two small sash windows three-quarters of the way down the west side. Beyond these is another brick pilaster followed by a glass door accessing a lobby that leads to the apartments above. Past this door is a small fixed window with a cement sill. The second floor has 16 double-hung sash windows set in the same manner as those on the second floor of the main facade. The stepped parapet is similar to the main facade.

The rear of the building is functionally composed and has no parapet. There are six pairs of double-hung sash windows that start on the top left side of the second floor. The other half of the second floor has two single windows and paired sash windows at the far right end. The first floor has ten double-hung windows spaced across the length of the first floor according to functional considerations. A metal door at the right corner gives access to the rear of the building. This leads to a landing that covers a stairway to the basement. A metal door gives access to stairs that lead to the basement. There are also seven double-hung basement windows set along the base of the building.

The east roof line has a three step parapet rising from left to right. There are four single and one paired double-hung window with cement sills and brick lintels spaced along the second floor. Several retain hooded lintels and likely are the only reminder of the original Burrows store. There is a metal receiving door at the left corner of the first floor. Another double-hung window is located four feet to the right of the door. An old door and window that were bricked up years ago in the center of the first floor but the lintels remain.

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 2

Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

The original retail sales floor that covered the entire first floor has been divided into six retail stores, all opening onto an enclosed mall that is accessed by the front entrances. The original metal ceiling remains but was cleaned and painted. Original ceiling light fixtures remain in the mall area. Wrought iron railings and wood benches are set in the mall area with metal light posts and globe fixtures to give a turn-of-the-century sidewalk effect. The second floor, which was originally used for storage, is now divided into twelve one-bedroom apartments with new drywall ceilings, walls and new floors.

All exterior doors have been replaced with either glass or metal, original rectangular wood window frames remain as well as wood moldings. Wood sills were replaced with cement, single pane clear glass was replaced to match existing windows and new exterior storm windows were added with color matching aluminum frames.

Although the building has been adaptively reused, the significant exterior and interior features which mark the building as a significant example of the Commercial Style still remain and the building exhibits a high degree of historic integrity.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: nationally statewide X locally

Applicable National Register Criteria X A B X C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance

(enter categories from instructions)

Architecture

Period of Significance

1916

Significant Dates

1916¹

Commerce

1916-1938

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Schneider, Martin P.²

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The former Hoff Department Store is being nominated under criterion C for its architectural significance as a representative example of the Commercial Style and under criterion A for its significance in the area of Commerce as the leading retail establishment in the city of Mt. Horeb.

HISTORICAL BACKGROUND

The city of Mt. Horeb was platted in 1848 by Charles Boeck and settled by a diverse mixture of immigrants from England, Scotland, Norway, Germany, and Ireland as well as Yankee transplants.³ By the mid-1850's Mt. Horeb was known as "The Corners" because it was located at a crossroads of the Military road and what is now highway 92 & 78. Industrious businessmen quickly established commercial enterprises and Mt. Horeb developed into an agricultural service area for the surrounding rural countryside. By the 1880s it had become an important center for the collection and processing of milk products and experienced rapid growth in the 1880s and early 1890s.⁴ With the coming of the railroad in 1881 the commercial center of the community shifted south to its present location nearby the depot. Mt. Horeb was incorporated in 1899 and by 1903 boasted a population of 900.⁵

 X See continuation sheet

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 1 Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

Mt. Horeb established itself as a retail commerce center for the rural agricultural area of western Dane County long before the present Hoff Department Store was constructed in 1916. The predecessor to the Hoff Department Store was owned by George Burrows and was the first business established in "The Corners." Established in 1866, the one story general store provided the cloth, clothes, hardware, food stuffs and other essentials for the rural settlers located in the surrounding countryside. It also contained the first post office.⁶

Subsequent years saw the building of a blacksmith shop, bootshop, wagonshop, furniture and harness shop, dress shop and in 1878 a hotel and tavern. With the coming of the railroad in 1881 and the building of a depot west and south of the "Corners" many of the stores were either moved or rebuilt closer to the train depot.⁷

The Burrows store was relocated in 1881 to the corner of what is now First and Main, the site of the present Hoff Department Store. At this location the depot was two blocks south and just about all traffic to and from the train depot had to go by the Burrows store. More stores and homes began to line Main Street and the surrounding area in the 1880s. With more people settling in and around Mt. Horeb, there was a demand for more and different types of goods, so in 1905 Andrew Hoff, who had purchased the Burrows store in 1887, remodeled and enlarged the store to meet this demand.⁸

From 1900 to 1916, forty-five new businesses were started in the village of Mt. Horeb ranging from hardware, grocery, harness and blacksmith shops, to a creamery, grain storage, taverns, hotels, a new school, doctors' offices and other mercantile stores similar to the Hoff store.⁹ This was the largest growth spurt of Mt. Horeb's history. At the same time the village was also trying to shake off its rural appearance by building a water pumping station; two banks were established, water mains were laid and the main street was paved and a sewage plant was built. So as the village of Mt. Horeb took steps to expand and meet the needs of its new citizens, Andrew Hoff also must have realized that if he was to remain the largest retail store in the city and be able to supply the things that people need, he also would have to expand again. This is what probably led to Hoff's decision to build his new store in 1916, the store that still stands to this day.

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 2 Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

Construction began on the new Hoff Department Store in 1916 and was completed in 1917. The store was constructed in the Commercial Style that was becoming a popular commercial vernacular form. When the present store was built in 1916 it was constructed over the original store, a vacant lot and Pehl's Meat Market which Andrew Hoff also owned. This was accomplished without closing the store to loose one day's business.¹⁰ With a sales floor that covered the entire first floor and part of the basement and with most of the second floor for storage this was not only the largest retail store in Mt. Horeb at the time, but also for western Dane and eastern Lafayette counties as well.

To further ensure his dominance of the retail marketplace in the city, Andrew Hoff purchased the Dahle Brothers store in 1929 except the grocery section. Except for the stores in Madison, there were not any others in Dane County that could boast the size and volume that Hoff's had. This dominance continued on into the 1970s and the stores demise could be attributed to the improved highway system to Madison and the large retail boom on the west side of Madison.

COMMERCE

The Hoff Department Store played an important role in the commercial development of Mt. Horeb. As discussed earlier, the city developed as an agricultural service center and in its early years commerce was confined to supplying basic goods and services such as clothing, furniture, lodging and transportation needs. The arrival of the railroad in 1881 caused a major relocation of commercial activity and spurred new commercial development in the community. The period of 1900 to 1916 was the major period of economic growth in Mt. Horeb and the Hoff Department Store could be considered the culmination of that growth. Of the forty-five new businesses, the Hoff Department Store was clearly the largest and most successful commercial enterprise. Its city block-size storefront dominates the streetscape and is a visual indication of the store's commercial domination of the merchantile trade in Mt. Horeb. It's largest local competitor, the Dahlke Store, was subsumed by Hoff in 1929, leaving the store without major local competition. As the largest retail store in western Dane County, the Hoff Store drew clientele from a largely rural area and became the commercial powerhouse of Mt. Horeb until its demise in the 1983.

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 3 Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

The Hoff Department Store is the city's best representation of the early 20th century development boom which resulted in the establishment of Mt. Horeb as the dominant regional merchantile center of the southwestern farming regions of western Dane and eastern Lafayette counties. As a leader of commercial activity in the community, the Hoff store made a significant contribution to the economic and commercial history of Mt. Horeb. There would be more changes as the years passed on into the mid- and late-1900s, new homes, new stores, businesses changing hands under new names, but there was always Hoff's. It had become a landmark and hopefully will continue on as an integral part of the commercial success of Mt. Horeb.

ARCHITECTURE

The Hoff Department store is significant under criterion C as an unusually intact and representative example of an early 20th century commercial building form commonly referred to as the Commercial Style. This style is characterized by a relatively unornamented facade and a stepped or shaped parapet. Ornamentation is generally confined to the use of contrasting materials, or brick patterns in the cornice and a simple ornamented storefront often featuring prism glass transoms.

The Hoff Department Store is a fine example of the Commercial Style. It features the typical stepped parapet and ornamental brick patterns which are the dominant characteristics of the style. The main facade is largely unadorned, relying on the use of contrasting materials such as textured brick, prism glass and concrete to create visual complexity. The storefront windows are all topped by prism glass transoms which were intended to refract sunlight into the interior of the store to help light the dark recesses of the store in the days before florescent lighting became widespread. The store retains a high degree of its historical integrity despite its recent rehabilitation into multi-use commercial and residential project.

A number of other stores were built in Mt. Horeb around this time in the Commercial Style including the Andrew Thompson Building, the Buechner Building and the Dahle Brothers store. The Andrew Thompson building is on the corner of First and North Main. It was a two story Commercial Style building with a raised parapet but has been extensively remodeled. The Buechner Building, across from the old Opera House

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 4 Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

on North Main Street was also built in the Commercial Style but is less than half the size of the Hoff building. Ten years ago, the facade was dramatically changed. All brick on the first floor facade was removed and replaced with wood, new windows and doors. The leaded prisms over the second story windows were removed and replaced with wood.

The Dahle building located on the corner of 2nd and Main was built in 1887 as a two story building and mercantile outlet like the Hoff store. In 1904 it was enlarged to the east and the original store was remodeled in the Commercial Style also. It had a flat roof with a raised parapet that had a decorative wooden cornice and used mostly brick and glass with glass transoms over the second story windows. But in the mid-sixties the front was remodeled with all new brick and new windows, the wooden cornice at the top of the parapet was removed and the glass transoms over the second story windows were replaced with wood. Ten years later the facade of the eastern section of the store was remodeled again with more new brick and windows, doors and decorative wood trim.

Therefore the Hoff Department Store is clearly the best expression of the Commercial Style in Mt. Horeb. Of the four structures built at the turn of the century and in the same architectural style only the Hoff building still retains a high degree of integrity and is the largest and best example of the Commercial Style.

Little is known of the architect, Martin P. Schneider. He was a graduate of UW-Madison with a degree in Civil Engineering and opened an office in Madison in 1913. His previous architectural experience was as a draftsman in the office of Chicago architect Carl Nielsen during the summers of 1908 through 1911. His few known commissions in Madison include the Elanor Apartments, Fischenich Garage and a small grocery store and apartment building on Mound Street. He died on June 20th, 1970.¹¹

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 5

Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

FOOTNOTES

- ¹ Building datestone; "Original Estimates and Bids of A. J. Hoff Building," in the possession of the Mt. Horeb Historical Society, Mt. Horeb, Wisconsin.
- ² "Original Estimates."
- ³ Mt Horeb Area Historical Society, Presettlement to 1986: A History Celebrating Mt. Horeb's Quasquicentennial, Mt. Horeb, WI: Mt. Horeb Area Historical Society, 1985, p. 7.
- ⁴ Diagrammatic and Detailed City Maps of Mt. Horeb. Sanborn-Perris Map Company 1894--1928. New York and Chicago: Sanborn-Perris Map Company,
- ⁵ R. L. Polk Company, Wisconsin State Gazetteer & Business Directory, 1903.
- ⁶ Presettlement to 1986, p. 5.
- ⁷ Ibid, p. 11.
- ⁸ Ibid, p. 116.
- ⁹ Sanborn-perris Maps; Wisconsin Gazetteer and Business Directory, 1901, 1903, 1917.
- ¹⁰ Presettlement to 1986, p. 5.
- ¹¹ Records of the Examining Board of Architects, Professional Engineers, Designers, and Land Surveyors, Series 1591, Box 17, located at the State Historical Society of Wisconsin Archives.

0458L

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 1 Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

BIBLIOGRAPHICAL REFERENCES

- Evans, Nora et al. The Mt. Horeb Centennial Book, 1861-1961. Mt. Horeb, WI: Mt. Horeb Chamber of Commerce, 1961.
- Gregory, John. Southern Wisconsin: Old Crawford County, vol. 2. Chicago: S.J. Clarke Publishing Company, 1932.
- Mt Horeb Area Historical Society. Presettlement to 1986: A History Celebrating Mt. Horeb's Quasquicentennial. Mt. Horeb, WI: Mt. Horeb Area Historical Society, 1986.
- "Original Estimates and Bids of A/ J. Hoff Building." in the possession of the Mt. Horeb Historical Society, Mt. Horeb, Wisconsin.
- Polk, R.C. and Company. Wisconsin State Gazetteer and Business Directory. Chicago and Detroit: R. L. Polk Company, 1901, 1903, 1917.
- Sanborn Perris Map Company. Diagrammatic and Detailed City Maps of Mt. Horeb. New York and Chicago: Sanborn-Perris Map Company, 1894-1928.

PS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number Photos Page 1

Hoff Department Store
Mt. Horeb, Dane County, Wisconsin

PHOTOGRAPHIC DOCUMENTATION

The following applies to all photographs:

Hoff Department Store
101-103 East Main Street
Mount Horeb, Dane County, WI
Photos by Dennis Kolb, October 1987
Negatives located at State Historical Society of Wisconsin

Photo 1 of 5	Exterior, Looking southwest
Photo 2 of 5	Exterior, NW corner, Looking Southeast
Photo 3 of 5	Exterior, East facade, looking Southwest
Photo 4 of 5	Exterior, West and South facades, Looking Northeast
Photo 5 of 5	Exterior, West facade, Looking east