

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED APR 12 1978
DATE ENTERED SEP 21 1978

**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
Fess Hotel
AND/OR COMMON

2 LOCATION

STREET & NUMBER
123 East Doty Street
CITY, TOWN
Madison
STATE
Wisconsin 53703
VICINITY OF
Second
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 type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL
		<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
Peter Wright, Arabesque Limited
STREET & NUMBER
123 East Doty Street
CITY, TOWN
Madison
STATE
Wisconsin 53703
VICINITY OF

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
Madison Architectural Survey
DATE
1973
DEPOSITORY FOR
SURVEY RECORDS
City Planning Department, 210 Monona Avenue
CITY, TOWN
Madison
STATE
Wisconsin 53709
FEDERAL STATE COUNTY LOCAL

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" 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 type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Fess Hotel looks different today than when the business developed in the late 1850's. At that time, George Fess occupied only structures on Lot 3 (south and adjacent to the present building). Tax records indicate that Fess bought the buildings in 1856 and that the lot was purchased later in 1859 or 1860.

Buildings on Lot 3 were expanded and remodeled at various times and included brick and frame structures. In 1871, Fess enlarged his hotel accommodations by the construction of a two-story, 30 x 60 foot cream brick building on Lot 3. In 1880 the hotel had 34 guest rooms and could accommodate 60 horses in the livery business. Having remarried following the death of her husband, George, Mrs. Anna Fess Doolittle in 1883 purchased the two buildings on the southwest one-half of Lot 4 (the two-story portion of the existing structure, probably built between 1854 and 1858). A cream brick facade was added to match the existing facade of the hotel buildings on Lot 3, and the interior was converted to hotel rooms. This symmetrical five-bay facade features stilted segmental arches of stone with keystones on the first floor and stilted round arches of stone above. The walls are articulated by plain brick pilasters between bays and corbelled brick string courses. A wrought iron balcony ties the three central bays and a mansard roof of tin tile rests over a bracketed and panelled entablature. By the time of this remodeling the Fess Hotel establishment included an ice house and livery barns extending through to East Wilson Street, which were operated by Edward Fess, son of George Fess, Sr.

In the 1890's George Fess, Jr. purchased the remaining half of Lot 4 and in 1901 commenced upon a major remodeling-rebuilding. It appears that much of the fabric of the existing structures on this lot was incorporated in the finished hotel during this \$14,000 remodeling. The present abutting walls are quite thick; in some places there are three courses of brick, a layer of plaster and wallpaper. At this time the northeast half of the building was built to three stories with a new facade of rose colored St. Louis brick. The first floor of this facade contains large picture windows. Above are two frame oriels flanking central French doors with shaped lintels and wrought iron balconies. Carved insets in molded panels, pilasters, and classical friezes decorate the two-story oriels. The entablature is trimmed with dentils and modillions. A simple marquee hangs over the central entrance. The buildings on Lot 3 were sold in 1907 and subsequently demolished. Minor and mostly interior remodellings were undertaken on the remaining Lot 4 portions in 1908 and 1924.

The old hotel lost much of its prestige in the twentieth century and fell into disrepair. A major interior remodelling campaign by the new owners has restored the uses of the 1901 structure--a restaurant, elegant hotel rooms, a roof garden and an interior courtyard (a cocktail lounge has also been added). The exterior of the building has been altered very little since 1901. With the recent brick cleaning, repainting, and replacement of old windows, the facade looks like new.

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CONTINUATION SHEET

ITEM NUMBER 6 PAGE 1

Wisconsin Inventory of Historic Places
1973 State
State Historical Society of Wisconsin, 816 State Street
Madison, Wisconsin 53706

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 checked="" 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 checked="" type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

Historical development of
Madison

SPECIFIC DATES ca. 1854-1858; major alterations in 1883, 1901¹ BUILDER/ARCHITECT Unknown, 1901 addition by Gordon and Paunack, Madison.²

STATEMENT OF SIGNIFICANCE

A major significance of the Fess Hotel is the continuous role it has played in the historical development of Madison. Beginning in the 1850's, it remained in the ownership of one family and was always a temperance house until mid-1972; thus it has one of the longest records of service to the public of any business establishment in the city, and for well over a century has been a popular hotel and eating place for the downtown area. The Fess Hotel is also significant as a fine vernacular example of Middle and Late Victorian commercial architecture combined in one structure, the exterior of which remains intact.

History

George E. Fess, the hotel's founder, is a good example of the poor immigrant who came to the middle west and after much hardship and with great industriousness, made good. Born in Gloucestershire, England in 1816, Fess came to America in the late 1830's and went to Milwaukee where he secured a position as a steward on a Michigan Lake steamer. In 1842 he came to Madison and in the next few years worked at numerous jobs in the restaurant and grocery business. In 1856 he moved the grocery business to Lot 3, Block 105, next to the present hotel, where he also ran an "eating house." The Clymer Street (Doty) locale was the busiest area in the capital city and was thought to be one of the most valuable from a business standpoint.

Exactly when George Fess started lodging visitors is not known, but it seems probable that the boarding business was an outgrowth of the other two businesses.

Never catering to the wealthy or "upper crust" lodger, the Fess lodged and fed all variety of visitors, mostly common everyday people. Juries, legislators, travelling salesmen, weekly boarders -- all took rooms at the Fess. Its close proximity to the railroad stations and reasonable rates made it a natural stop for rail passengers. In the 1880's a room could be had for \$1.40 a day and 40¢ could buy a meal. Carrie Nation stayed in the Fess in 1901 because it did not have a bar, through there were several saloons within a stone's throw.

Known as the Central Hotel from 1901-1911, many interesting events took place at the Fess. The Fess boys were "dandies" and were active in the more daring activities of turn-of-the-century Madison. The ice-boating and horse racing enthusiasts swapped tales in a room above the livery and the hotel served as a center for the fast horse crowd in Madison.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See continuation sheet.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 0.1

UTM REFERENCES

A	1,6	30,62,3,0	4,77,16,1,0
	ZONE	EASTING	NORTHING

B			
	ZONE	EASTING	NORTHING

VERBAL BOUNDARY DESCRIPTION

Lot 4 Block 105 of Original Doty Plat, City of Madison, Dane County, State of Wisconsin

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

Leigh H. Mollenhoff, member

ORGANIZATION

Madison, Landmarks Commission

DATE

February 28, 1977

STREET & NUMBER

1501 Morrison Street

TELEPHONE

608-255-2234

CITY OR TOWN

Madison

STATE

Wisconsin 53703

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

Richard P. Emery

TITLE

Director, State Historical Society of Wisconsin

DATE

10/24/77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

R. B. Rettig

DATE

9/21/78

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

ATTEST:

William Helovick

DATE

9/19/78

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR
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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

Today the Fess still serves the public while also serving as a very visible encouragement to wise recycling and adaptive-use preservation. The present owners have been sensitive to using the best and most usable of the old, consequently retaining charm and character while modernizing and preparing for more years of service.

Architecture

The 1883 section of the Fess Hotel is one of the finest examples of mid-Victorian brickwork remaining in the city of Madison [two others which rank closely in quality to the Fess are 129 State Street and 119 East Main Street, but the first floors of these structures have been completely altered]. The Fess is one of a half dozen Victorian commercial structures remaining in the city which retain their original first floor facades.

The 1901 section was designed by Gordon (James O.) and Paunack (Frederick W.), a "reasonably prosperous" architectural firm which operated in Madison from 1892 until 1904 and which designed competently in the eclectic, Queen Anne and Neo-Classical Revival styles.³ The Fess is among their finer designs and is also among the best Queen Anne commercial buildings in the city.

Eclectic - classical revival

1. Tax Records, 1841-1860; Wisconsin State Journal, July 18, 1883 and Oct. 9, 1901
2. Wisconsin State Journal, October 9, 1901
3. "Madison, Past and Present," Wisconsin State Journal, Madison, 1902

Property Fess Hotel

State Wisconsin

Working Number 4.12.78.2881

Dane
78003204

TECHNICAL

Photos 1
Maps 1

CONTROL

OK pl
4.13.78

*Well - presented. Significant for architecture - +
hist. associations in context of use -*

HISTORIAN

Shopy
9-6-78
accept

ARCHITECTURAL HISTORIAN

accept
Bravman
6.2.78

ARCHEOLOGIST

OTHER

HAER

Inventory _____
Review _____

*of commercial significance to long
period of use as hotel and temperance restaurant.
of architectural significance as mid 19th and
late 19/early 20th C commercial architecture.*

REVIEW UNIT CHIEF

Accept
Leborich
9/19/78

BRANCH CHIEF

KEEPER

Rettig
9/21/78

National Register Write-up _____

Send-back _____

Entered SEP 21 1978

Federal Register Entry 11-7-78

Re-submit _____

INT:2106-74



FURNITURE
&
RUGS

BADGER
FURNITURE

EAST DOTY

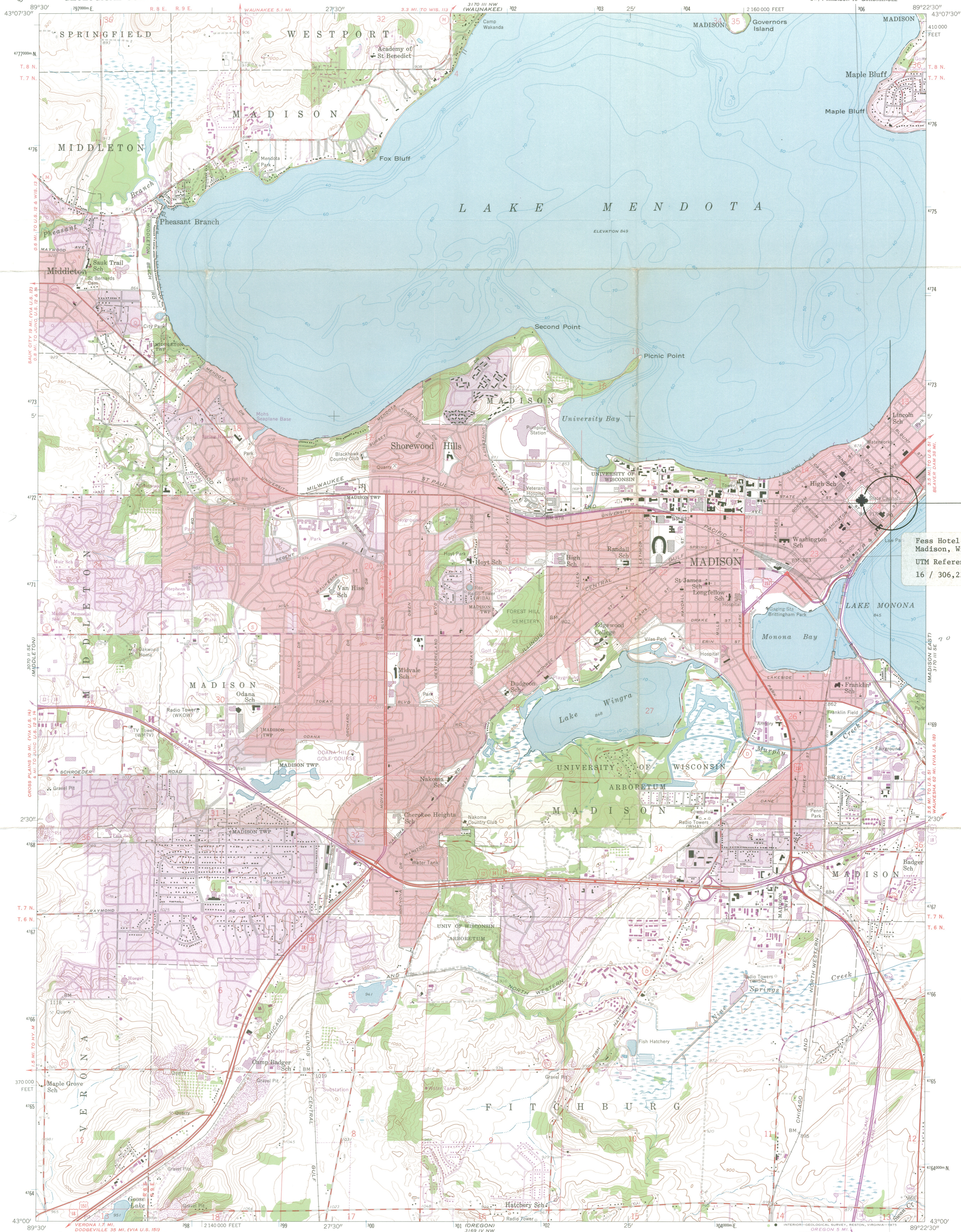
RESTAURANT

FINNERTY?

Dane County ~~Dane County~~
Fess Hotel **APR 12 1978**
Madison, Wisconsin
Photo by Jeff Dean (1977)
View from west of building
D120-10 Photo #1 of 1

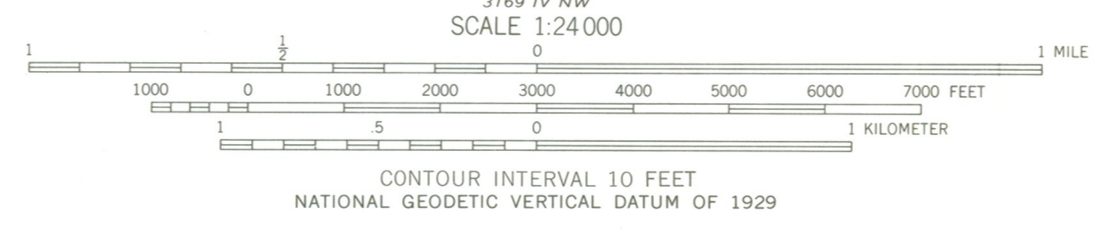
DOE
SEP 21 1978

PROPERTY OF THE NATIONAL REGISTER



Pess Hotel
Madison, Wisconsin
UTM References:
16 / 306,230 / 4,771,610

Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Topography from aerial photographs by photogrammetric methods
Aerial photographs taken 1957. Field check 1959
Polyconic projection. 1927 North American datum
10,000-foot grid based on Wisconsin coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 16, shown in blue
Red tint indicates areas in which only landmark buildings are shown
Depth curves compiled from chart furnished by
Wisconsin Department of Natural Resources
Revisions shown in purple compiled from aerial photographs
taken 1969 and 1974. This information not field checked
Purple tint indicates extension of urban areas



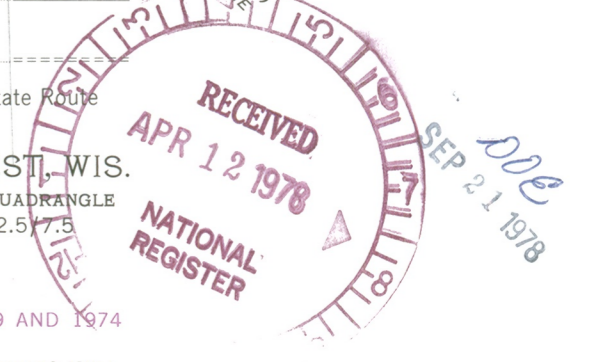
ROAD CLASSIFICATION
Primary highway, hard surface
Secondary highway, hard surface
Light-duty road, hard or improved surface
Unimproved road

Interstate Route
U. S. Route
State Route



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
AND BY THE WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

MADISON WEST, WIS.
SW/4 MADISON 15' QUADRANGLE
N 4300 - W 8922.5
1959
PHOTOREVIEWED 1969 AND 1974
AMS 3170 III SW-SERIES V861



ENTRIES IN THE NATIONAL REGISTER

STATE WISCONSIN

Date Entered SEP 21 1978

<u>Name</u>	<u>Location</u>
Fess Hotel	Madison Dane County

Also Notified

Honorable Gaylord Nelson
Honorable William Proxmire
Honorable Robert W. Kastenmeier

State Historic Preservation Officer
Mr. Richard A. Erney
Director
State Historical Society of Wisconsin
816 State Street
Madison, Wisconsin 53706

NATIONAL REGISTER DATA SHEET

① NAME as it appears on federal register: Fess Hotel
 ② OTHER NAMES:
 ③ date of entry: SEP 21 1978
 ④ county code: 25

⑤ LOCATION street & number: 123 E. Doty St.
 city / town: Madison
 vicinity of:
 state: WI
 county: Dane
 ⑥ NPS REGION: MW

⑦ OWNER PRIVATE STATE MUNICIPAL COUNTY MULTIPLE FEDERAL (agency name)
 ⑧ ADMINISTRATOR:

⑨ EXISTING SURVEYS HABS HAER NHL
 ⑩ FUNDED? YES NO
 ⑪ CONGRESS. DISTRICT: 2nd
 ⑫ SOURCE OF NOMINATION: STATE FEDERAL

⑬ WITHIN NATIONAL REGISTER HISTORIC DISTRICT? YES, NAME: NO
 ⑭ WITHIN NATIONAL HISTORIC LANDMARK? YES, NAME: NO
 ⑮ ACREAGE:
 if state who prepared form? Leigh H. Mollenhoff
 LOCAL PRIVATE ORGANIZATION

⑯ CONDITION
 excellent good fair
 deteriorated ruins unexposed unexcavated
 altered unaltered reconstructed excavated
 original site moved unknown
 ⑰ features:
 INTERIOR: SUBSTANTIALLY INTACT-1 NOT INTACT-0 UNKNOWN-4 NOT APPLICABLE-7
 EXTERIOR: SUBSTANTIALLY INTACT-2 NOT INTACT-0 UNKNOWN-5 NOT APPLICABLE-8
 ENVIRON: SUBSTANTIALLY INTACT-3 NOT INTACT-0 UNKNOWN-6 NOT APPLICABLE-9

⑱ ACCESS YES-Restricted YES-Unrestricted No Access Unknown
 ⑲ ADAPTIVE USE YES NO
 ⑳ SAVED? YES
 IS PROPERTY A HISTORIC DISTRICT? yes no

㉑ AREAS OF SIGNIFICANCE:
 ARCHEOLOGY-prehistoric-2
 ARCHEOLOGY-historic-1
 AGRICULTURE-3
 ARCHITECTURE-4
 ART-5
 COMMERCE-6
 COMMUNICATIONS-7
 CONSERVATION-8
 ECONOMICS-9
 EDUCATION-10
 ENGINEERING-11
 ENTERTAINMENT-26
 EXPLORATION-12
 HEALTH-27
 INDUSTRY-13
 INVENTION-14
 LANDSCAPE ARCH.-15
 LAW-16
 LITERATURE-17
 MILITARY-18
 MUSIC-19
 PHILOSOPHY-20
 POLITICS/GOVT.-21
 RELIGION-22
 SCIENCE-23
 SOCIAL/HUMANITARIAN-24
 SOCIAL/CULTURAL-30
 TRANSPORTATION-25
 RECREATION-28
 SETTLEMENT-29
 URBAN PLANNING-31
 OTHER (SPECIFY)
 ㉒ CLAIMS: explain
 'first'
 'oldest'
 'only'

㉓ functions
 WHEN HISTORICALLY SIGNIFICANT:
 CURRENTLY:
 ㉔ dates of initial construction:
 major alterations:
 historic events:
 ㉕ ETHNIC GROUP ASSOCIATION

㉖ architectural style(s):
 ㉗ architect:
 ㉘ master builder:
 ㉙ engineer:

㉚ landscape architect / garden designer:
 ㉛ interior decorator:
 ㉜ artist:
 ㉝ artisan:
 ㉞ builder/contractor:

㉟ NAMES give role & date
 PERSONAL:
 EVENTS:
 INSTITUTIONAL:

㊱ NATIONAL REGISTER WRITE-UP