



Bascom Mall



Cultural Landscape Inventory

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Quinn Evans|Architects

University of Wisconsin-Madison

Department of Landscape Architecture, College of Agricultural and Life Sciences
Division of Facilities Planning and Management

DEFINITIONS

What is a “cultural landscape”?

The following document is based on concepts and techniques developed by the National Park Service. The NPS has produced a series of manuals for identifying, describing, and maintaining culturally significant landscapes within the national park system.¹

The National Park Service defines a **cultural landscape** as

a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein[,] associated with a historic event, activity, or person, or [one] that exhibits other cultural or aesthetic values.²

In 1925, geographer Carl Sauer (1889-1975) summarized the process that creates cultural landscapes: “Culture is the agent, the natural area is the medium, the cultural landscape the result.”³ Similarly, the writer J. B. Jackson (1909-1996) looked upon the landscape as a composition of spaces made or modified by humans “to serve as infrastructure or background for our collective existence.”⁴

What is a “cultural landscape inventory”?

⁵

This cultural landscape inventory for Bascom Mall is one of eight such studies completed as part of the UW-Madison Cultural Landscape Resource Plan. Each inventory defines the boundaries of a distinct cultural landscape on campus, summarizes its history, describes its current condition, and makes recommendations about its treatment. In addition to these eight cultural landscape inventories, two companion documents address the archaeology and overall history of the campus. This collection of documents is collectively entitled, “Cultural Landscape Report for the University of Wisconsin-Madison.” Within the national park system, a **cultural landscape report** (CLR) serves as the primary guide to the treatment and use of a cultural landscape.

Overleaf: Bascom Mall, ca. 1887.

¹ The most recent and comprehensive of these publications is *A Guide to Cultural Landscape Reports: Contents, Process, and Techniques*, published in 1998. Its lead author, Robert R. Page, is director of the Olmsted Center for Landscape Studies, based at the Frederick Law Olmsted National Historic Site in Charleston, Massachusetts: <http://www.nps.gov/oclp>

² Robert R. Page, Cathy A. Gilbert, and Susan A. Dolan, *A Guide to Cultural Landscape Reports: Contents, Process, and Techniques* (Washington, DC: U. S. Department of the Interior, National Park Service, Cultural Resource Stewardship and Partnerships, Park Historic Structures and Cultural Landscapes Program, 1998), 129.

³ Carl Sauer, “The Morphology of Landscape,” in *Land and Life: A Selection from the Writings of Carl Ortwin Sauer*, ed. John Leighly (Berkeley: University of California Press, 1969), 343.

⁴ John Brinckerhoff Jackson, *Discovering the Vernacular Landscape* (New Haven, CT: Yale University Press, 1984), 8.

⁵ The term “cultural landscape inventory” is not to be confused with the NPS Cultural Landscapes Inventory (CLI), a computerized database of cultural landscapes within the national park system.

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<i>Prepared by:</i>	Brenda W. Williams
<i>Researched and written by:</i>	Catherine Dammann and Parisa Ford
<i>Graphics/Images by:</i>	Rebecca L. Marquardt, Jason Tish, Xiaojian Yu, and Jonathan Hodkiewicz
<i>Project management by:</i>	Arnold R. Alanen, Gary Brown, and Sam Calvin
<i>Edited by:</i>	Daniel F. Einstein, Erika Janik, and Susan O. Haswell

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Contact: 608/263-3000.

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NATIONAL REGISTER CRITERIA

The U.S. Congress created the National Register of Historic Places in 1966, launching an ongoing census of historic properties. To be eligible for the National Register, a property must meet specific requirements. First and foremost, an eligible landscape must have significance: in American history, in architecture (including landscape architecture and planning), in archaeology, in engineering, or to specific cultures.

Understanding the historic context in which a landscape developed is key to determining its significance. To qualify for the National Register, a cultural landscape must be shown to be significant according to one or more of the four Criteria for Evaluation:

- A. Associated with events that have made a significant contribution to the broad patterns of our history, or
- B. Associated with the lives of persons significant in our past, or
- C. Embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. Has yielded, or may be likely to yield, information important to archaeological or historical knowledge.

Properties listed in the National Register of Historic Places are primarily of state or local significance. Nationally significant properties—such as UW-Madison’s Dairy Barn—may be designated National Historic Landmarks (NHL) by the Secretary of the Interior. NHLs also are listed on the National Register.

GENERAL INFORMATION

Unit name: Bascom Mall Historic Landscape

Current names: Bascom Hill, Bascom Mall

Historic names: Seminary Hill, College Hill, University Hill, Upper Campus

National Register status: Bascom Mall is listed in the National Register of Historic Places as a portion of the Bascom Hill Historic District, which is significant in the areas of Architecture, Art, Communications, Conservation, Education, Music, and Politics. The district was documented in 1973-74 and entered September 12, 1974.⁶ The National Register nomination focused almost exclusively on buildings, not landscapes. Four distinct historic landscapes lying within the boundaries of the Bascom Hill Historic District have been identified since the nomination: Library Mall, the Memorial Union Terrace, John Muir Park, and Bascom Mall. This CLI describes Bascom Mall.

Location Map:

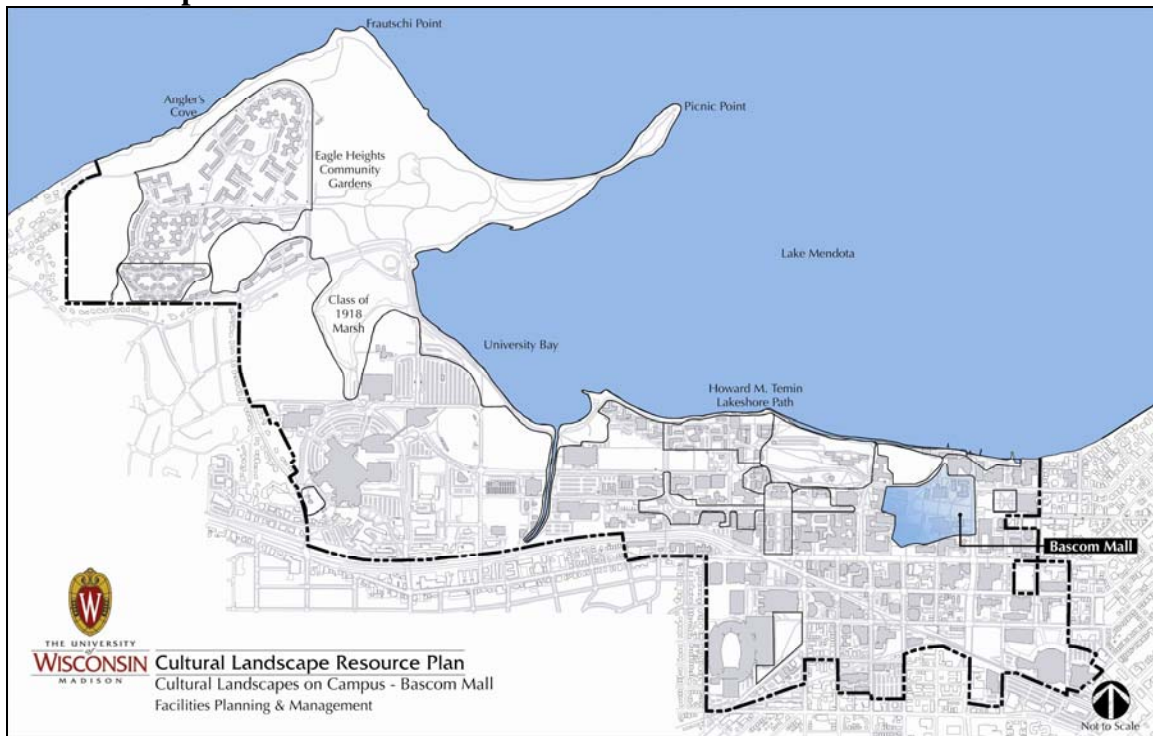


Figure 1: Location of Bascom Mall on campus, 2004.

⁶ State Historical Society of Wisconsin, "Bascom Hill Historic District," National Register of Historic Places Inventory-Nomination Form, prepared by Jeffrey M. Dean, 1974.

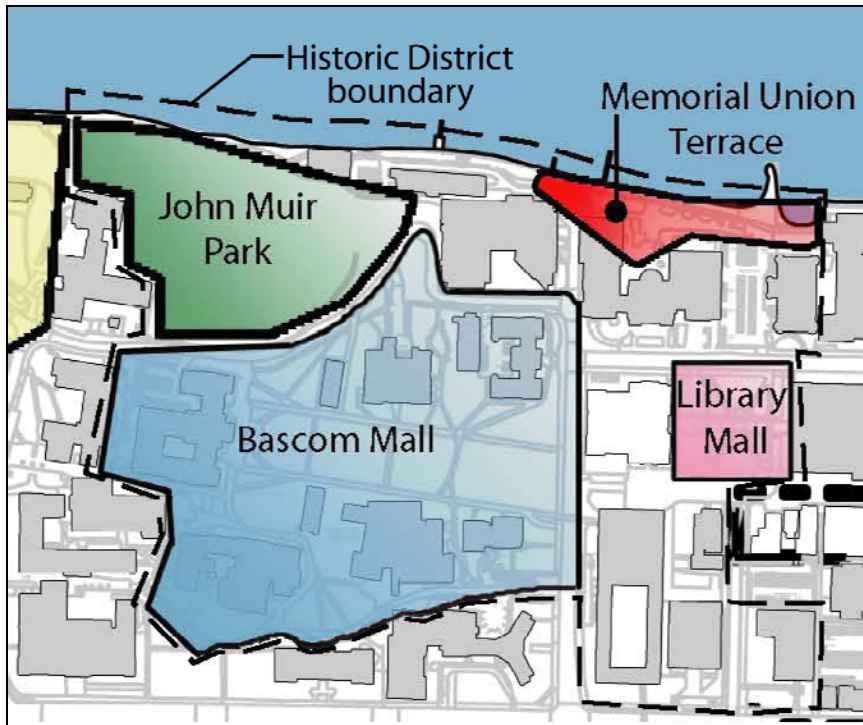


Figure 2: Cultural landscapes within the Bascom Hill Historic District.

Boundary description: A map accompanying the 1974 National Register nomination shows the following boundary: starting at its northwestern corner, the boundary runs east along the Lake Mendota shoreline to a point east of the Memorial Union Terrace pier. The boundary's eastern edge runs south along the eastern façade of the Armory and Gymnasium, jogging west on Langdon Street around the northeastern corner of Memorial Library Mall; then south across the State Street pedestrian mall to the northern façade of St. Paul's University Catholic Center; west and south around the northwestern corner of Pres House and along the western façade of the A. W. Peterson Office Building to University Avenue; west along University Avenue to Park Street; north along Park Street to Lathrop Drive; west to a point on Lathrop Drive parallel to the western façade of Birge Hall; west-northwest along the northeastern façades of Van Vleck Hall; north along the eastern façade of the Commerce building (now Mark H. Ingraham Hall); west along the northern façade of the Commerce building; northeast across Observatory Drive to the southern façade of the Social Sciences building (now William H. Sewell Social Sciences building); east, north, and west around the eastern wing of the Social Sciences building; north along the western edge of Muir Woods to the Lake Mendota shoreline.⁷

Is the boundary description adequate? No. This boundary encompasses the entire Bascom Hill Historic District, which contains four distinct historic landscapes, including Bascom Mall. The boundary of the Bascom Mall historic landscape has not been defined.

⁷ Appendix A, "Bascom Hill Historic District," National Register nomination, 1974.

Proposed boundary description: The Bascom Mall historic landscape comprises the area defined on the west by the western façade of Bascom Hall, on the north by Observatory Drive, on the east by Park Street, and on the south by Lathrop Drive (figure 3).

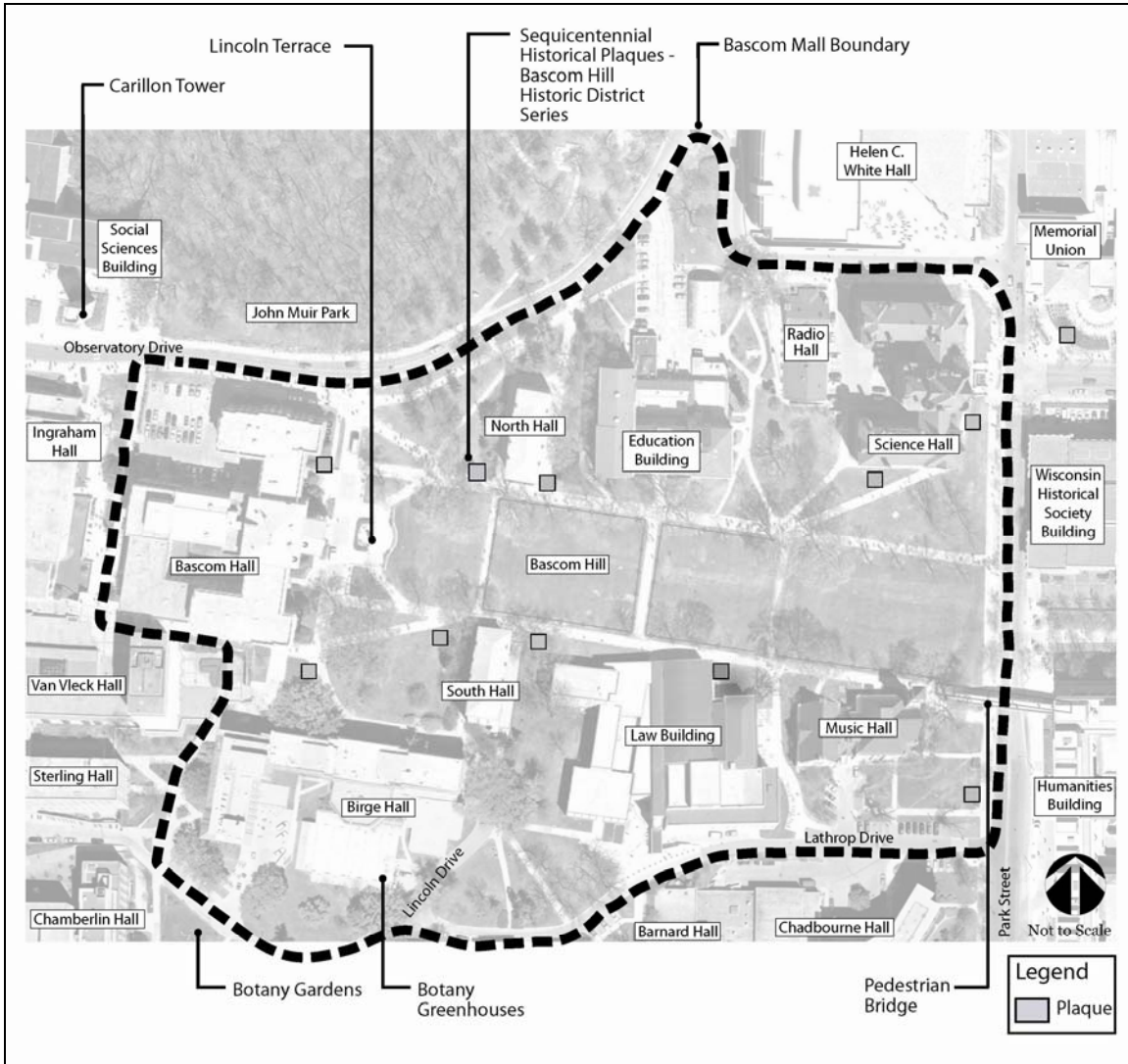


Figure 3: Bascom Mall historic landscape boundary.

TABLE 1: KEY TO PLACE NAMES

Extant Features

<i>Official Name</i> ⁸	<i>Location</i>	<i>Other or former name(s)</i>
Bascom Hall	500 Lincoln Dr.	Main Edifice, Main Hall, University Hall
Birge Hall	430 Lincoln Dr.	Botany
Education	1000 Bascom Mall	Engineering
Law	975 Bascom Mall	
Music Hall	925 Bascom Mall	Assembly Hall, Library Hall
North Hall	1050 Bascom Mall	
Radio Hall	975 Observatory Dr.	Mining Engineering and Heating Station
Science Hall	550 N. Park St.	
South Hall	1055 Bascom Mall	

Commemorative Objects⁹

<i>Name</i>	<i>Location</i>
Brittingham plaque	Lincoln exedra
Class of 1872 brass plaque	Adjacent to sidewalk at north end of Lincoln Terrace, on concrete bollard
Class of 1875 iron railing	South vestibule window of Bascom Hall (east side)
Class of 1910 “Sifting and Winnowing” plaque	South of main entry door, Bascom Hall
Gettysburg Address plaque	North of main entry door, Bascom Hall
Lincoln exedra	Lincoln Terrace
Lincoln statue	Lincoln Terrace, Bascom Hill
Nelson burial	Lincoln Terrace, southwest of statue
North Hall historical marker	Southern façade of North Hall
Warren burial	Lincoln Terrace, southwest of statue
White benches	Lincoln Drive, east side of Bascom Hall
UW Sesquicentennial historical markers	Located various places throughout district

⁸ Space Management Office, University of Wisconsin-Madison, “Facility Name Registry,” www2.fpm.wisc.edu/smo (accessed January 19, 2010)

⁹ Daniel Einstein, “UW Commemorative Objects, version 7, Feb. 2010”

CHRONOLOGY

12,000 B.P. to present: Native American

- For at least 14,000 years Native Nations have lived in the area that we now refer to as the main university campus. Ancient cultural materials, including projectile points, ceramics and burial mounds attest to this long occupation.

1830s to 1840s: Early European settlement

- 1832: During Black Hawk War, Black Hawk's followers may have traversed Bascom Hill, although it is more likely that their route took them just to the south of the Bascom Hill area. Area ceded to the U.S. Government by Sauk, Fox, and Ho-Chunk Nations following Black Hawk War.
- 1836: James Doty and Stevens T. Mason claimed 1,000 acres of land, including the capitol grounds and the eastern slope of Bascom Hill.
- 1836: Madison became the capital of the Wisconsin territory.
- 1834 – 1848: Small German settlement and cemetery reported on hill.

1838 to 1848: Selection of College Hill (Bascom Hill)

- The hill identified as the site for the State College of Wisconsin.

1851 to 1871: Early definition of college form

- 1851: First campus plan produced by John Rague; plan aims to create close connection between state and college.
- 1851 – 1859: First three university buildings constructed (North, South and Main (Bascom) Halls).
- 1861: The regents formally ban all grazing on the hill.¹⁰

1870 to 1900: Spatial organization of mall solidified

- 1870: Ladies Hall (Old Chadbourne).
- 1880: Assembly Hall (currently Music Hall).
- 1887: Science Hall (second building on same site).
- 1900: Engineering Hall (currently Education).

1908 to 1919: Campus Master Planning and the Evolution of the mall

- 1908: Bascom Hill was a leading component of the 1908 Peabody, Laird, and Cret campus plan, which envisioned significant changes to the mall; many of the changes were never implemented.
- 1909: Lincoln statue placed on the mall, between North and South Halls.
- 1911: Botany (currently Birge Hall) constructed.
- 1918: Lincoln statue relocated to Lincoln terrace. Lincoln Drive constructed and dedicated. The terrace dedicated in 1919.

¹⁰ Minutes of the Board of Regents, 17 January 1861, Vol. A, 293.

1920s to 1970: Bascom Hill layout solidified

- 1920: University Hall renamed Bascom Hall 1927: Master plan proposes a museum on Bascom Hill to the northeast of Bascom Hall and across from Botany (currently Birge Hall).
- 1950s - 1990s: Chadbourne Hall (formerly called Ladies Hall) rebuilt. Law Building demolished and rebuilt in several phases. Education building receives addition. No new buildings were added and the configuration and spatial organization of the mall was maintained.
- 1966: North Hall placed on the National Register of Historic Places.
- 1970: Bascom Hill Historic District placed on the National Register of Historic Places.

STATEMENT OF SIGNIFICANCE

Cultural landscape type: Historic designed landscape

Historic use/function: Before European settlement, indigenous people built earthen mounds on Bascom Hill, suggesting that it may have served religious or ceremonial purposes. Early residents of Madison used the area as a burial site and hunting ground. It was purchased as the site of the state university in 1849. Since then, Bascom Hill's primary function has been to serve as the core landscape of a sprawling academic community, the symbolic "front door" of the university.

Current use/function: Bascom Mall continues to provide the backdrop for countless social interactions, both formal and informal, between students, faculty, and visitors from across the globe.

Bascom Mall lies within the Bascom Hill Historic District, which was listed in the National Register of Historic Places in 1974. In the nomination, the district is identified as:

the most historic cluster of institutional buildings in Wisconsin. Even beyond this[,] it is a sensitive mix of urban and natural spaces comprising a memorable and coherent whole significant in itself. The buildings themselves are of major statewide significance, but together in their interrelationships and their relation to 'College Hill' and Madison's natural environment[,] they become part of the greater identity that is the Bascom Hill Historic District.¹¹

Site selection and purchase

The appellation "College Hill" stems back to Wisconsin's territorial period. During the 1838-39 session of the territorial legislature in Madison, the university's board of visitors appointed a committee to select "a suitable site for the location of the University."¹² A few months before the legislature had convened, land speculators Josiah Noonan of Madison and Aaron Vanderpoel of New York had offered to donate land for a campus.¹³

Noonan was familiar with local real estate, having worked with the crew that surveyed the shorelines of Lake Wingra and Lake Monona in 1837.¹⁴ Although Noonan himself owned no land in the immediate vicinity of Madison in 1838, he may have approached

¹¹ Statement of significance, "Bascom Hill Historic District," National Register nomination, 1974.

¹² "Meeting of the Board of Visitors of the University of the Territory of Wisconsin, Saturday, Dec. 1, 1838," Wisconsin Enquirer, December 8, 1838.

¹³ Peter Ferguson Legler, "Josiah A. Noonan: A Story of Promotion and Excoriation in the Old Northwest" (master's thesis, University of Wisconsin, 1953), 35n66.

¹⁴ J. A. Noonan, "Recollections of Wisconsin in February, 1837," Wisconsin Historical Collections 7 (1873-76): 409-412.

the board of visitors on behalf of Warren Bryant, another New York speculator who owned all the land in Section 22 (640 acres).¹⁵ Aaron Vanderpoel's tract, in Section 23, was adjacent to Bryant's and comprised nearly 160 acres. It covered the area now bounded by State Street on the north, Mills Street on the west, Regent Street on the south, and Frances Street on the east. On the northwest, Vanderpoel's tract ended at the top of a glacial drumlin, a spot now near the southeastern corner of Bascom Hall. Vanderpoel's proposed donation thus included only the southeastern slope of the landmark that eventually became known as "College Hill." On December 15, 1838, the board of visitors' site selection committee reported finding "the site proposed by Mr. Noonan and others was the most eligible."¹⁶ Unfortunately, minutes of the visitors' meeting contain no further description of the properties under consideration.

A decade passed before the university's governing board (reconstituted in 1848 as the board of regents) took any further action on acquiring a campus site. In the meantime, Madisonians held fast to the notion that the hill one day would become the site of Wisconsin's institution of higher learning, and began calling it (with tongue in cheek, perhaps) "College Hill."¹⁷ Used occasionally as a burial site, the hill remained an untamed "blackberry tangle," over which prairie fires swept unchecked.¹⁸

In the spring of 1848, Wisconsin achieved statehood, after passage of a state constitution that included a provision for the creation of a state university. That October, the regents appointed a committee to negotiate the purchase of College Hill, portions of which had been acquired by a variety of owners during the territorial period.¹⁹ Vanderpoel's quarter-section remained unsold, but the owner was no longer willing to give it away. Through local agents John Catlin and Ezekiel Williamson, Vanderpoel offered to sell his property to the regents for fifteen dollars per acre, on the condition that they buy the entire tract.²⁰ Unfortunately, the legislature had yet to authorize the sale of the university's land grant, so the regents had no funds with which to negotiate.

During their 1848-49 session, legislators passed a joint resolution approving the regents' request to purchase a site. Interestingly, they also approved "the plan of the buildings

¹⁵ Legler, "Noonan," 35n66. Noonan, the editor of Madison's *Wisconsin Enquirer*, held patents to land in Vienna Township. See patent certificates 525 and 526, issued June 20, 1837; posted on U. S. Bureau of Land Management/General Land Office records website: www.glorerecords.gov

¹⁶ Merle Curti and Vernon Carstensen, *The University of Wisconsin: A History, 1848-1925* (Madison: University of Wisconsin Press, 1949), 1:42n8.

¹⁷ Curti and Carstensen, *UW: A History*, 1:42.

¹⁸ Memoir of H. A. Tenney, quoted in Daniel Steele Durrie, *A History of Madison, the Capital of Wisconsin, including the Four Lake Country* (Madison: Atwood and Culver, 1874), 164; "First White Man Who Died in Madison Buried Where Bascom Hall Now Stands," *Wisconsin State Journal*, April 28, 1927; H. A. [Tenney?], "The Old Home—Early Times," *ibid.*, February 4, 1870.

¹⁹ Curti and Carstensen, *UW: A History*, 1:56; citing board of regents' minutes, October 7, 1848. The transactions necessary to acquire Bascom Hill and its environs are examined in more detail in the "Cultural Landscape Resource Study."

²⁰ "Report of the Regents of the University," in Appendix to Journal of the Assembly, 1849, 796.

submitted by said regents.”²¹ Although the legislature denied the board’s request for a \$1,000 loan to cover the first payment on the site, the sale nonetheless went forward.²² On March 16, 1849, Vanderpoel and his wife, Ellen, deeded their tract to the regents for the sum of \$2,435.36.²³ How the regents managed to fund the Vanderpoel purchase remains unknown. Regent Simeon Mills (1810-1895), then chairman of the legislature’s finance committee and one of Madison’s most successful real estate dealers, may have stepped forward to help.²⁴

A plan for a “main edifice, fronting towards the Capitol” was devised by the regents’ building committee in 1850 and was included with the regents’ annual report.²⁵ The committee, consisting of Chancellor John Lathrop and regents Mills and Nathaniel Dean, also called for “an avenue, two hundred and forty feet wide...bordered by double rows of trees,” extending from the main building to the eastern boundary of the campus (Park Street). The regents originally planned to build four dormitories on the hill, two on each side of the avenue. They also recommended the construction of two carriage ways flanking the dormitory buildings and paralleling the tree-lined avenue. John F. Rague, a Milwaukee-based architect, provided “the necessary drawings, estimates and specifications for the use of the Board.” Rague estimated that it would cost \$70,000 to realize the plan (figure 4).

²¹ The nature and authorship of this plan, which apparently was devised before the arrival of Chancellor John Lathrop or architect John Rague, is unknown; it apparently has been lost.

²² Curti and Carstensen, *UW: A History*, 1:60.

²³ Dane County deeds, Vol. 11, pp. 21-22. The Vanderpoels reserved Block 9 from the sale, a parcel comprising about two-and-one-half acres.

²⁴ An undated biographical sketch states that Mills “took an active part in the organization and commencement of the institution [university], purchasing its site and superintending the erection of its first buildings.” See *Wisconsin Necrology*, vol. 6, 23d; Wisconsin Historical Society.

²⁵ “Second Annual Report of the Board of Regents of the University of Wisconsin, January 16, 1850,” in *Educational Documents, Wisconsin, January, 1850* (Milwaukee: Sentinel and Gazette Power Press Print, 1850), 58-60.

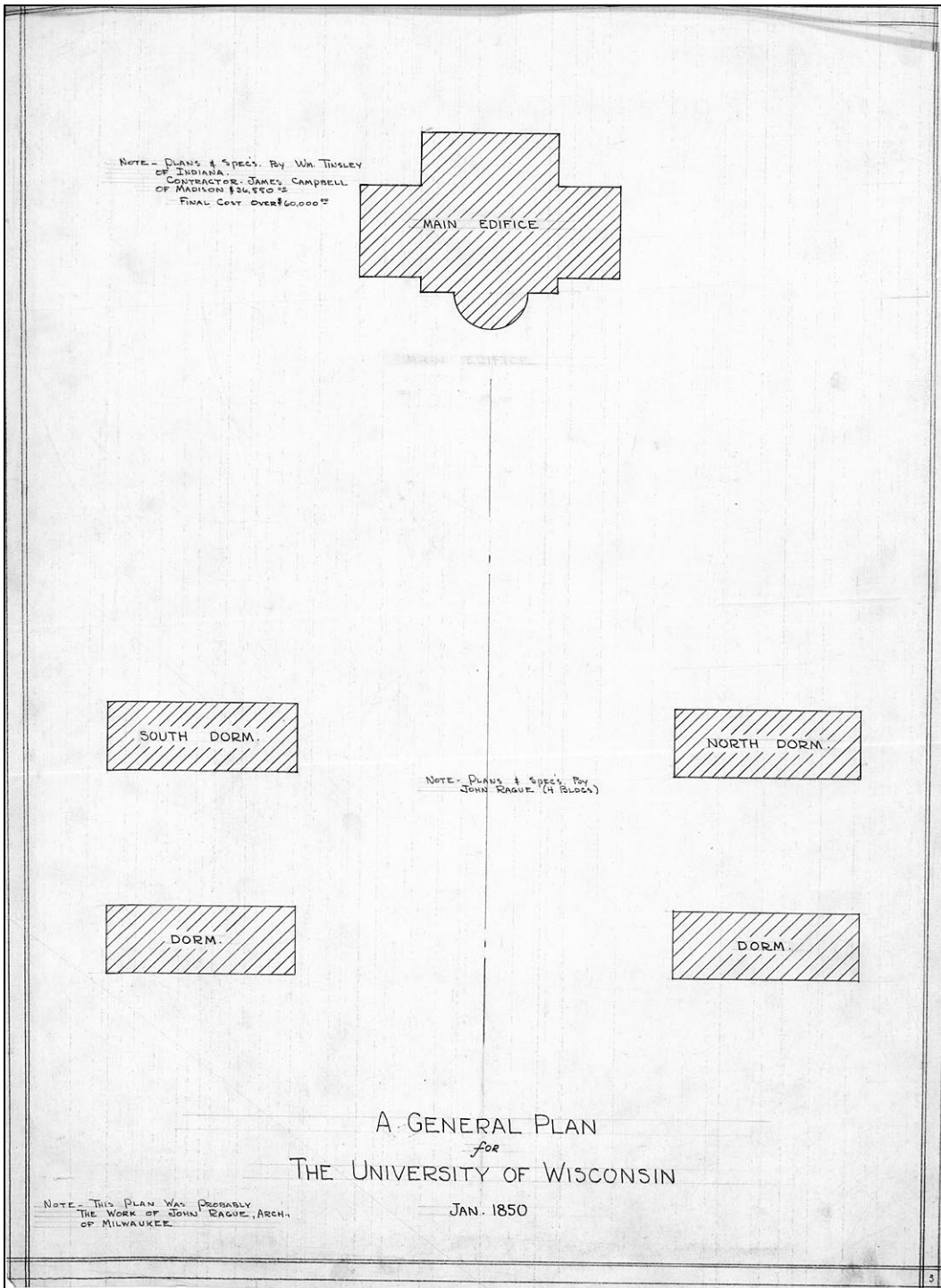


Figure 4: General Plan for the University of Wisconsin by John Rague, Jan. 1850. (It is not known if the original plan is extant. This rendition probably dates to the 1940s-1950s.)

Construction, 1850-1919

Construction of the first university building, North Hall, began in the spring of 1850. South Hall followed in 1851, but the project remained incomplete until 1854. Construction of Main or University Hall (later renamed Bascom Hall) began in 1857 and was completed in 1859. Around 1870, a frame structure that served as a gymnasium and military drill hall was built northwest of Main Hall; it burned down in 1891.²⁶ The Female College, subsequently known as Ladies Hall and Chadbourne Hall, was completed in 1871: four years later, construction began on the first Science Hall, which was completed in 1877 but was destroyed by fire in 1884.

Around the same time that the original Science Hall was under construction, an underground magnetic observatory was established in the southern slope of College Hill. Its entrance was overlooked by South Hall. Assembly Hall (currently Music Hall), completed in 1880, housed the university library. After Science Hall was destroyed by fire, plans for its replacement called for the construction of several adjunct buildings: a chemical laboratory, a machine and carpenter shop, and a boiler house to provide steam heat. Only the boiler house, completed in 1885, has survived (as part of Radio Hall). Construction of the current Science Hall began in 1885, but the building wasn't occupied until 1888. The original Law building was constructed over the period 1891-1893. The Engineering building (currently Education) was built and occupied in 1900. The bronze statue of Abraham Lincoln, cast from the original by sculptor Adolph Weinman, was dedicated on its original location in 1909, but moved to a new location closer to Main Hall (currently Bascom Hall) in 1919, when an exedra and brick terrace designed by the sculptor were completed. The Biology building (currently Birge Hall), begun in 1910, was ready for occupation in the fall of 1912. It was renamed in honor of Edward A. Birge, former dean and president, in 1950.

Landscape changes, 1919 to present

By 1919, thirteen buildings and an underground observatory had been constructed within the boundaries of the Bascom Mall historic landscape, and the Lincoln statue had been relocated to its permanent site. Chadbourne Hall is not included in this total because its site is now occupied by a modern building that lies south of the historic landscape boundary. For this reason, Barnard Hall and Lathrop Hall are also excluded from this discussion.

²⁶ J. G. D. Mack, "Twelve Years' Growth of University Equipment," *The Wisconsin Engineer* 6 (May 1902): 309. According to Mack, the building "was destroyed by fire in 1891, in celebration of some great event, so the tradition goes...."

Period of Significance, 1851-1919

The completion of North Hall in 1851, the first university building on Bascom Hill, marks the beginning of the period of significance. The last contributing structure built within the Bascom Mall historic landscape was the Lincoln terrace, dedicated in 1919. Aside from additions and renovations to existing buildings, changes in the location and massing of the mall's landscape features have been minimal.

TABLE 2: Bascom Mall construction activity, 1850-1919

Building/ structure	Construction started	Construction completed	Occupied/ dedicated	Destroyed/ razed
North Hall	1850	1851	1851	extant
South Hall	1851/1854	1855	1855	extant
Main Hall	1857	1859	1860	extant
Gymnasium/drill hall	1870			1891
Female College (Ladies Hall, Chadbourne Hall)	1870	1871	1871	1956
Science Hall [first]	1875	ca. 1877		1884
Magnetic Observatory	1876	1876		extant
Assembly Hall (Library Hall, Music Hall)	1878	1879	1879	extant
Boiler house (Radio Hall)	1885	1885	1885	extant
Science Hall [second]	1885	1887	1888	extant
Law [first]	1891	1893	1893	1963
Engineering (Education)	1900	1900	1900	extant
Lincoln statue	1909		1919 (relocated)	extant
Biology (Birge Hall)	1910	1912	1912	extant

LANDSCAPE HISTORY

Native Americans, 12,000 B.P.-present

Beginning around the time that the glaciers last retreated from this area, Native Americans have lived on the shores of Lake Mendota. Cultural materials, such as projectile points, ceramics and fire-cracked hearthstones attest to the long presence of Indian peoples on land that is now occupied by the university.

During the period described by archaeologists as the Late Woodland Stage, indigenous peoples constructed effigy mounds on land that is now part of the University of Wisconsin-Madison campus.²⁷ Charles E. Brown (1872-1946), former curator of the Museum of the State Historical Society and secretary of the Wisconsin Archaeological Society, reported that two mounds once existed near the crest of Bascom Hill. An additional two mounds have been described in the vicinity of North Hall.²⁸ The construction of university buildings and roads has erased all above-ground evidence of these four burial mounds. Further information on archeological resources in the vicinity of Bascom Mall may be found in the archaeological study that accompanies this cultural landscape report.²⁹

Early European settlement, 1820s-1830s

French Canadians were present in the area by the early nineteenth century, trading with the Ho-Chunk (Winnebago) settlements located on the shores of Lake Mendota and Lake Monona. During the Black Hawk War of 1832, one source claimed, the Sauk leader and his party built “a brush or log breastwork on University Hill.”³⁰ An account by a soldier in the party pursuing Black Hawk stated that the Americans passed along the south side of Bascom Hill.³¹

²⁷ University of Wisconsin-Madison, Division of Facilities Planning and Management, “2004 Archaeological Investigations on the University of Wisconsin-Madison Campus, City of Madison, Dane County, Wisconsin,” prepared by George W. Christiansen III (Milwaukee: Great Lakes Archaeological Research Center, 2005), 7, 24-25.

²⁸ Charles E. Brown, “Prehistoric Indian Monuments on the University Grounds,” *Wisconsin Alumni Magazine* 15 (June 1914), 384. See also C. E. Jones, “History of Madison,” in *Madison, Dane County and Surrounding Towns* (Madison: Wm. J. Park & Co., 1877), 184; and “Mounds in Madison: Major Tenney Tells of Razing Them,” *Madison Democrat*, December 30, 1894.

²⁹ See especially “CLI Site Recommendations: Bascom Mall,” in Part IV of “Archaeological Investigations,” 149-150.

³⁰ James D. Butler, “Tay Cho-Pe-Rah – The Four Lake Country – First White Foot-Prints There,” *Wisconsin Historical Collections* 10 (1885): 77. Butler does not indicate the source of this story and no first-hand accounts have corroborated it. Nor does a report commissioned by the 1945 Wisconsin Legislature on Black Hawk’s route make any mention of an Indian “breastwork” on University Hill. See William Thomas Hagan, *Black Hawk’s Route through Wisconsin* (Madison: State Historical Society of Wisconsin, 1949), 27-28.

³¹ Peter Parkinson, Jr., “Notes on the Black Hawk War,” *Wisconsin Historical Collections* 10 (1885): 207-208.

Major land cessions to the U. S. government by the Sauk, Fox, and Ho-Chunk Nations followed the Black Hawk War. In April 1836, anticipating the establishment of Madison as territorial capital, speculators James Duane Doty and Stevens T. Mason entered a claim for about 1,000 acres of land in the vicinity of the isthmus, including the future sites of the Wisconsin Capitol and Bascom Mall. Two months later, adjacent property on the northwestern slope of Bascom Hill was acquired by another speculator, John Hodgson. The southwestern slope was purchased by a Buffalo-based speculator, Warren Bryant, on June 11, 1836. A week later, Congressman Aaron Vanderpoel of New York acquired the quarter-section of land that included the southeastern corner of the hill.³²

At the end of November 1836, territorial legislators chose Madison as the site of the permanent capital of the Wisconsin territory. Plans for Madison devised by Doty and his colleagues in 1836 and 1837 bear a resemblance to the plans of Washington, D. C. (L'Enfant, 1790), Buffalo (Joseph Ellicott, 1803), and Detroit (Augustus Woodward, 1807)—cities with which Doty was familiar. Doty's plans for Madison, while quite creative in many aspects, called for mundane residential development on Bascom Hill.

Campus site in the territorial period

The government land office surveyor who passed over the future site of Madison in 1834 found oaks growing on Bascom Hill. He recorded the dominant vegetation as white, black, and bur oaks. The hill may, at one time, have been the site of a small German settlement.³³ Construction has obliterated any above-ground evidence of such a settlement, but two graves were unearthed around 1918 near the Lincoln statue. A headstone found in September 1922 near Bascom Hall bore the name of Samuel Warren, a carpenter killed in 1838 while working on the construction of the capitol. Charles E. Brown believed the second grave to be that of William Nelson, another capitol worker who had died in 1837.³⁴

Early residents of Madison recalled a landscape overgrown with trees and tangled brush, used primarily for the grazing of livestock and for hunting. In an early issue of the *Wisconsin Alumni Magazine*, alumna Lydia Sharp Winterbotham recalled College Hill during this period as:

...the delightful hiding place for stock of all kinds...where they could eat acorns, drink lake water, wade through grass knee deep, or completely lose themselves, or their owners, searching for them, in the thicket, deeply overshadowed by the large trees. Whenever anything was lost, from the baby to the horse, everyone searched 'College Hill'....State Street was the forest primeval, carpeted with underbrush, with a cowpath for a sidewalk, wandering like the trail of a serpent,

³² Dates are from *Wisconsin Domesday Book: Town Studies, Vol. 1* (Madison: State Historical Society of Wisconsin, 1924), 10.

³³ Charles E. Brown promulgated this legend of a German settlement. See "Graves of Two Pioneer State Workmen Found," *Wisconsin State Journal*, September 10, 1922. Brown repeated the story in "Before There Was a Campus," an article he wrote for the *Wisconsin Alumni Magazine* 37 (August 1936): 339. His source is unknown.

³⁴ "Graves of Two Pioneer State Workmen Found."



anywhere south of the lake. Still, if one valued his time and had no desire to spend much of it hunting for himself, it would be very safe to follow the trail of the cow.³⁵

Models for campus design

Shortly after statehood in 1848, the regents began planning the university's organizational and physical layout. In 1849, they acquired a 157.5-acre tract of land previously held by Aaron Vanderpoel. The property included only the southeastern slope of College Hill, however.³⁶ Plans for the Vanderpoel tract were developed by the building committee consisting of the newly-arrived chancellor, John H. Lathrop, and regents Simeon Mills and Nathaniel W. Dean.³⁷

Unfortunately, none of the building committee's records have survived, so their source of inspiration remains a mystery. Their design for College Hill bears some resemblance to the campuses of the College of William and Mary, the University of Virginia, Yale University, and the University of Michigan at Ann Arbor. In colonial Williamsburg, Virginia, a mile-long avenue connected the William and Mary campus with the seat of government, an arrangement with obvious similarities to the spatial relationship between the university campus and the Wisconsin state capitol. The "Yale Row" consisted of a line of college buildings arranged along a central green, a plan subsequently adopted on many campuses. Thomas Jefferson's vision for the ideal campus called for an "academical village," which he attempted to create at the University of Virginia.³⁸

Evidence suggests, however, that the University of Michigan at Ann Arbor more directly influenced Wisconsin's regents than any eastern model. In October 1848, the regents authorized their president pro tempore, Eleazer Root, to conduct a fact-finding mission to Ann Arbor. Root was to research the organization of Michigan's highly-regarded educational system and to bring back "practical plans" for campus buildings.³⁹ Whether Root actually traveled to Michigan at the behest of the regents is unknown, but if he did, his trip presumably took place in the fall of 1848, because early in 1849, the legislature approved the regents' request for faculty salaries, the purchase of a campus site, and "the plan of the buildings submitted by said regents." This suggests that the regents had developed at least a rudimentary campus plan by that time. That the plan reflected Michigan's influence seems certain, regardless of Root's movements that fall, because the first two buildings erected atop College Hill bear a striking resemblance to a pair of pre-existing classroom buildings at Ann Arbor (figure 5, 6, 7).

³⁵ Lydia Sharp Winterbotham, "Some Early University and North Hall History," *Wisconsin Alumni Magazine* 5 (February 1904): 144.

³⁶ Regents' annual report, January 16, 1850.

³⁷ Curti and Carstensen, *UW: A History*, 1:67.

³⁸ Paul Venable Turner, *Campus: An American Planning Tradition* (New York: Architectural History Foundation; and Cambridge, MA: MIT Press, 1987), 35, 44-46, 79.

³⁹ Curti and Carstensen, *UW: A History*, 1:57.



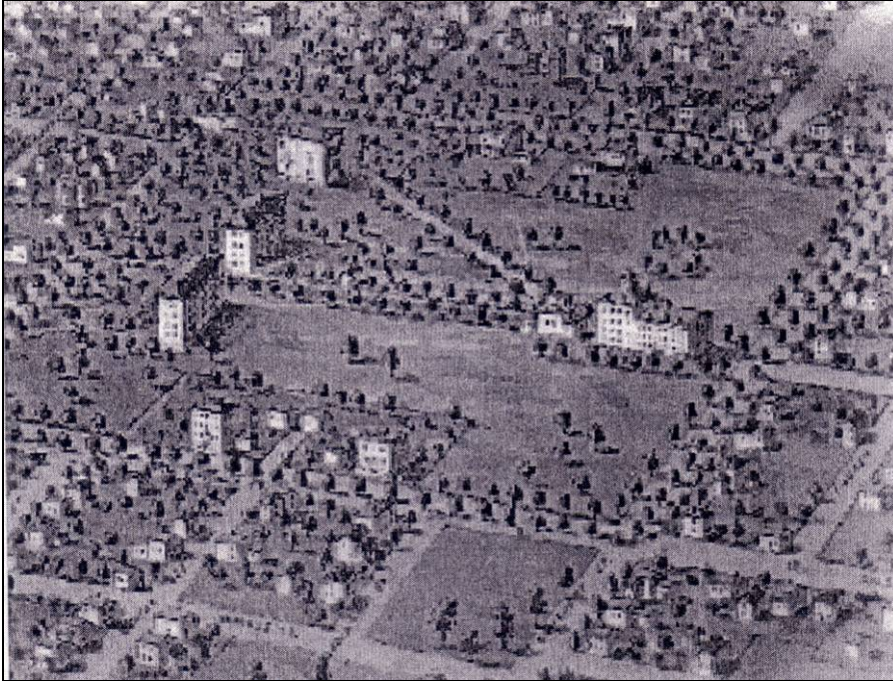


Figure 5: University of Michigan campus, with Mason Hall and South College at left center.



Figure 6: Mason Hall (background) and South College (foreground), University of Michigan, Ann Arbor.



Figure 7: North Hall, ca. 1870-1885. Note hitching post at left.



Figure 8: South Hall, ca. 1892.

The regents' building committee chose Milwaukee architect John Rague to prepare drawings. Although Rague is not known to have designed any campuses, his impressive résumé included the state capitols of Illinois and Iowa, as well as several schools and commercial buildings in the Milwaukee area.⁴⁰ Unfortunately, all but one of Rague's drawings has disappeared; a floor plan for the basement level of South Hall bears the inscription:

*Jno Rague architect Milwaukee... 1849.*⁴¹

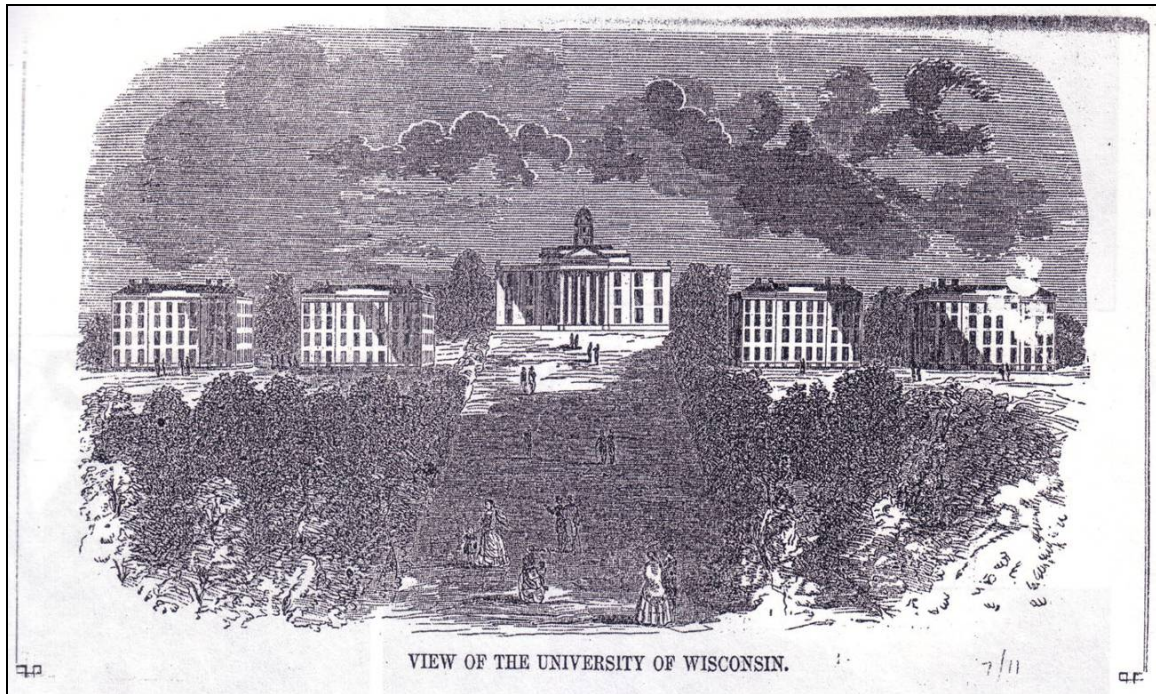


Figure 9: A rendering based on the original Rague plan, 1854.

⁴⁰ Betsy H. Woodman, "John Francis Rague: Mid-Nineteenth Century Revivalist Architect, 1799-1877" (unpublished master's thesis, University of Iowa, 1969).

⁴¹ The Rague drawing is contained in an album labeled, "J/South Building," kept in a flat storage cabinet at the UW Archives facility in Steenbock Library. The drawing was made on a piece of stiff paper, 10.5 by 18.5 inches, which apparently has been pasted onto the slightly larger album page. Filed with a set of floor plans for South Hall, the Rague drawing shows spaces designated for washing, baking, and storage of wood and vegetables. Furnaces are shown at the north and south ends of the basement.

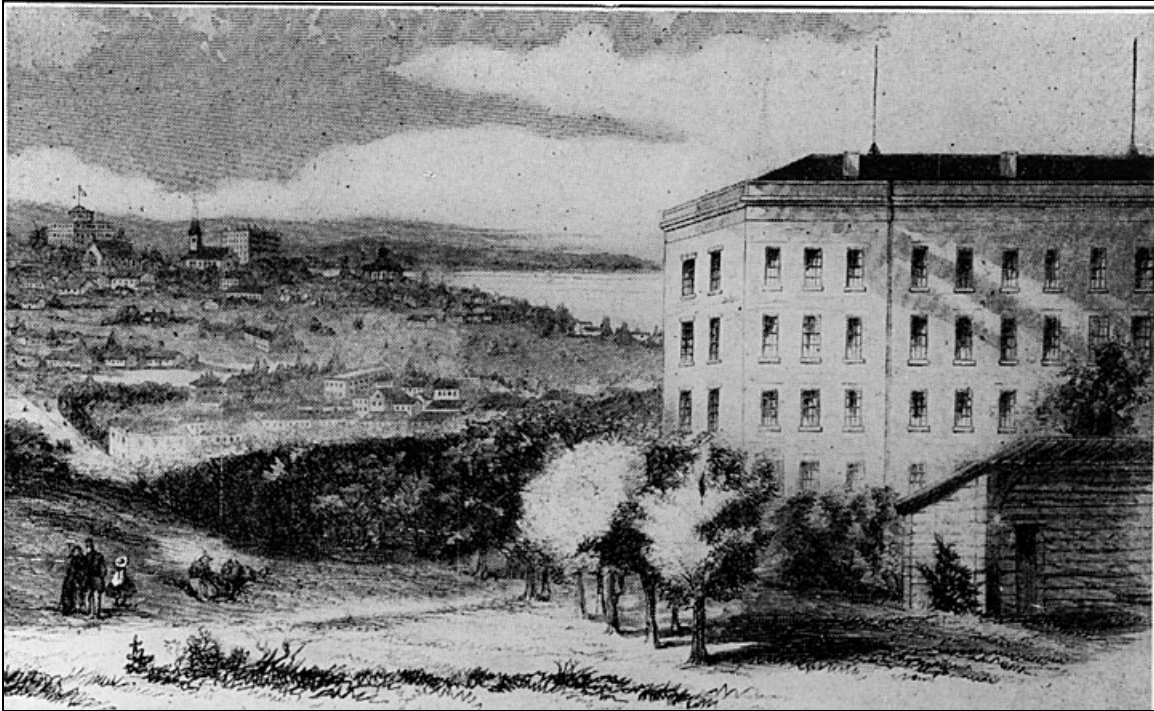


Figure 10: A detail from Franz Holzapfel's panoramic drawing of Madison, which appeared in *Frank Leslie's Illustrated Newspaper* in 1858. South Hall is at right. The shed in the foreground right was likely a privy.

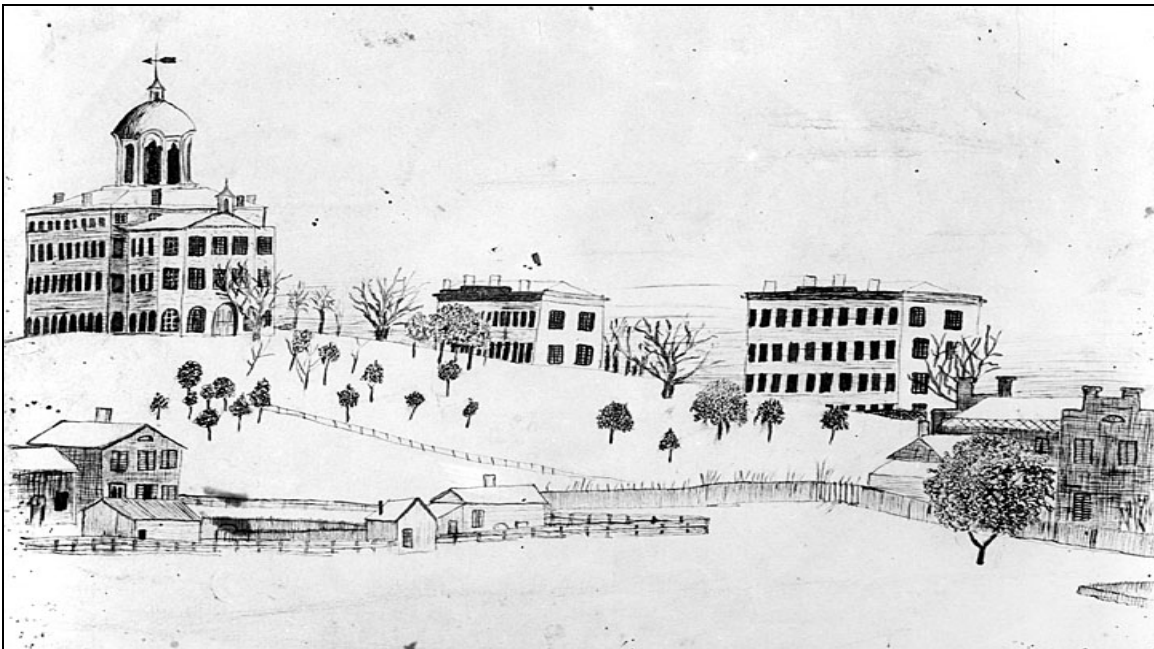


Figure 11: University buildings, looking northeast, sketched by student DeWitt Clinton Salisbury, ca. 1861.

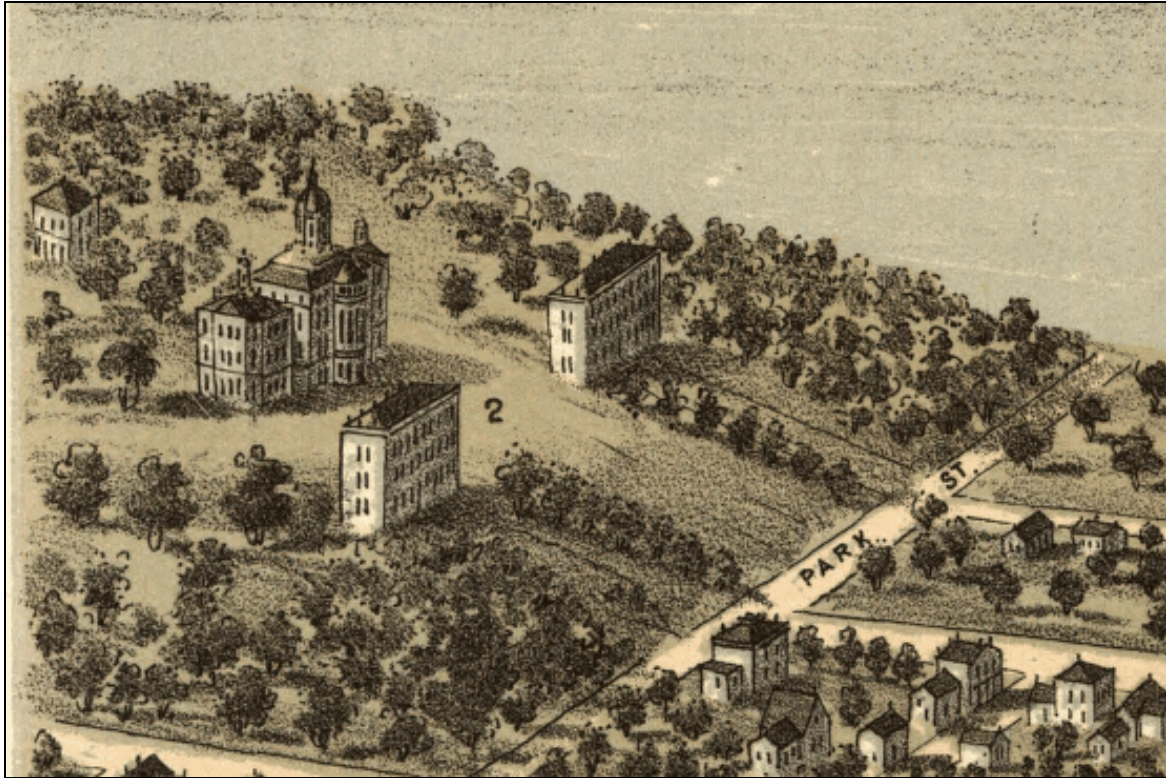


Figure 12: Detail from panoramic map of Madison, 1867. Identity of building shown left (northwest) of Main Hall is unknown.

Construction of the first campus building, North Hall, began in the spring of 1850 and was complete in 1851.⁴² Its twin, South Hall, was occupied in 1855. When Rague relocated to Iowa, the regents hired architect William Tinsley (1804-1885) to complete Main Hall. To what extent Tinsley may have altered Rague's designs for the building is unknown. Tinsley's biographer noted, "The University of Wisconsin is so unlike anything else that has come to light among Tinsley's designs that we wonder where he found the inspiration." It seems likely that Tinsley, for the most part, followed Rague's original plan.⁴³ Construction of Main Hall began in 1857, but money shortages caused delays, and the building was not completed until 1859. A fire destroyed the building's original dome in 1916; it was never replaced. Additions have expanded the building's footprint to the north, south and west.

As with all public architecture, opinions of the university buildings have been both positive and negative. Even before the completion of Main Hall, one dubious legislator described the building as an "enormous pile on yonder hill which is an eyesore to the

⁴² Winterbotham, "Some Early University and North Hall History," 145.

⁴³ J. D. Forbes, *Victorian Architect: The Life and Work of William Tinsley* (Bloomington: Indiana University Press, 1953); 82.

people of the state.”⁴⁴ Early in the twentieth century, historian Reuben Gold Thwaites described North Hall as a “crude stone box,” but campus architect Arthur Peabody praised the university’s three original buildings for “their simple dignified style, correct proportions and honest treatment of materials.”⁴⁵

The Civil War and its aftermath

During the Civil War, students prepared for military duty by marching up and down College Hill, while the university’s first female scholars looked on from the new normal department headquarters in South Hall.⁴⁶ Tuition from female students helped keep the university afloat during the Civil War years, when a large percentage of the student body dropped out to enlist.⁴⁷ Financially strapped since its creation, the university barely survived the war years, even operating without a president from 1861-1867.⁴⁸ Passage of the Morrill Land Grant Act in 1862 provided desperately needed funds that enabled the university to grow after the war’s end.

In 1867, the regents acquired land west of College Hill for an experimental farm. On the hill itself, however, the original three university buildings stood alone until the summer of 1870, when the regents approved the construction of a gymnasium and military drilling facility northwest of Main Hall.⁴⁹ Construction of the Female College (later Ladies’ Hall and Chadbourne Hall) took place from 1870-1871. University president Paul Chadbourne had been instrumental in securing funding for the Female College, the first campus building for which the legislature had granted a specific appropriation. The building was remodeled many times. Long considered an obsolete firetrap, it was ordered demolished by the regents in the early 1950s. Chadbourne Hall survived for several more years, however, before being razed to make way for a high-rise dormitory.⁵⁰

The first Science Hall, built in 1875, was destroyed by fire on December 1, 1884. Irreplaceable collections of books, natural history specimens, paintings, and faculty papers were lost in the blaze. The regents approved a plan to build four buildings to take

⁴⁴ Joseph Schafer, “The University of Wisconsin, Its History and Its Presidents: Chapter I—John Hiram Lathrop,” *Wisconsin Alumnus* 41 (November 1939): 20.

⁴⁵ Reuben Gold Thwaites, *The University of Wisconsin: Its History and Its Alumni* (Madison: J. N. Purcell, 1900), 174; Arthur Peabody, “The General Design of the University of Wisconsin,” *Wisconsin Engineer* 12 (April 1908), 210.

⁴⁶ James L. High, “The University During the War,” *Wisconsin Alumni Magazine* 1 (Feb. 1900): 194. The normal department opened as a part of the university in March 1863; South Hall was set aside for a women’s dormitory.

⁴⁷ Curti and Carstensen, *UW: A History*, 1:116. “In 1864 the University was seriously disrupted when thirty students, including all but one of the graduating class, joined up in response to the call for volunteers....”

⁴⁸ “The six years from 1861 to 1867 were not only an interregnum in university administration, but they were years of starvation.” See Charles S. Slichter, “The University of Wisconsin, Its History and Its Presidents: Chapter IV—Paul Ansel Chadbourne,” *Wisconsin Alumnus* 41 (July 1940): 319.

⁴⁹ Regents’ annual report, September 1870, 30-31.

⁵⁰ Curti and Carstensen, *UW: A History*, 1:307; “The Passing of Chad,” *Wisconsin Alumnus* 57 (April 1956): 16-17, 36.

the place of the original Science Hall: a chemical laboratory, a machine and carpentry shop, a new science hall, and a boiler house to provide steam heat for the entire campus.⁵¹ The last of the group to be completed, Science Hall, has sparked a good deal of criticism since its dedication in 1888. Alumnus and faculty member J. F. A. Pyre declared in 1920 that it was “the largest, most useful, most expensive, and easily the ugliest building the university had yet acquired.” He predicted that Science Hall “will doubtless stand indefinitely, a monument to the prosperity, progressiveness, bad taste, and good intentions of the late eighties.”⁵²



Figure 13: Detail from panoramic map of Madison, published 1885 from Norris, Wellege, and Co., showing the original Science Hall, which had been destroyed by fire on December 1, 1884.

⁵¹ Regents' biennial report, September 30, 1886, 5, 6, 23, 32.

⁵² Pyre, *Wisconsin*, 217.



Figure 14: College Hill after completion of new Science Hall, the Chemical Laboratory (far right) and the Machine and Carpentry Shop (west of Chemical Laboratory). Hidden behind Science Hall is the boiler house (now Radio Hall), which had a 125-foot chimney.

Meanwhile, Assembly Hall (later Music Hall) was built between Science Hall and Chadbourne Hall. Dedicated in 1880, the building housed the university's library and an auditorium intended to accommodate the entire student body.⁵³ Its clock tower served not only the university, but the entire Madison community. James Watson, director of the Washburn Observatory, took responsibility for the clock's accuracy. A telegraph wire connecting Assembly Hall with the observatory allowed Watson to synchronize the tower clock with sidereal time.⁵⁴

The next major construction project on College Hill was the Law building, begun in 1891 and completed in 1893.⁵⁵ Located on the south side of the mall between South Hall and Assembly Hall (later Music Hall), it was designed by Chicago architect Charles S. Frost and covered in brown sandstone from a quarry near Lake Superior.⁵⁶ The building became obsolete within a few decades of its construction, but survived until 1963, when it was replaced by a new facility.⁵⁷

⁵³ Regents' annual report, September 30, 1879, 5; and September 30, 1880, 27.

⁵⁴ Barbara Gerloff, *Pastiche: A History of Music Hall and the School of Music* (Madison: Regents of the University of Wisconsin System, 1985), 5.

⁵⁵ Regents' biennial report, September 30, 1892, 3, 45.

⁵⁶ Jim Feldman, *The Buildings of the University of Wisconsin* (Madison: University of Wisconsin Archives, 1997), 71.

⁵⁷ Jack Burke, "Law School Has a New Home," *Wisconsin Alumnus* 66 (Dec. 1964): 10-11.



Figure 15: Law building, looking southeast, ca. 1898; razed 1963.

To design a building for the burgeoning College of Mechanics and Engineering, the regents called upon campus architect J. T. W. Jennings.⁵⁸ The newly-appointed engineering dean, John Butler Johnson, began meeting with Jennings late in 1899 to plot the building's "internal arrangements," with Jennings responsible for the remainder of the Corinthian design.⁵⁹ Interestingly, the façade of the building was aligned parallel to State Street, perhaps in an attempt to reinforce the axis between the capitol and College Hill.⁶⁰ Work on the foundation began in March 1900, "by blasting the frozen ground."⁶¹ Soil excavated from the site was carted downhill, raising the grade level east of the new State Historical Society building by some two feet.⁶²

⁵⁸ J. B. Johnson, "Completion of the Engineering Building," *Wisconsin Alumni Magazine* 2 (Dec. 1900): 110.

⁵⁹ J. B. Johnson, "The New Engineering Building," *Wisconsin Alumni Magazine* 1 (Mar. 1900): 232-33.

⁶⁰ Francis Hyland, Harry Hanson, and June Hartnell, "University of Wisconsin Engineering Buildings," *The Wisconsin Engineer* 49 (Nov. 1944): 12.

⁶¹ Johnson, "Completion of the Engineering Building," 111.

⁶² Johnson, "The New Engineering Building," 232-33. Dedication of the Wisconsin Historical Society building, designed by Ferry and Clas, took place on October 19, 1900. See Clifford L. Lord and Carl Ubbelohde, *Clio's Servant: The State Historical Society of Wisconsin, 1846-1954* (Madison: State Historical Society, 1967), 109, 124.

The siting of the Law and Engineering (later Education) buildings represented a significant departure from the tradition of orienting College Hill buildings to face the capitol. Instead, Law and Engineering faced each other across the mall. With the completion of these two buildings, the mall assumed a more enclosed, inward-looking appearance.



Figure 16: Engineering (later Education) building, looking northwest, ca. 1900.



Figure 17: College Hill, looking west from roof of State Historical Library, 1900.



Figure 18: In this panoramic photograph, looking southwest from Lake Mendota ca. 1900, College Hill is at far right. University pump house is visible on shoreline at left.



Figure 19: College Hill, looking west from Park Street, ca. 1910.

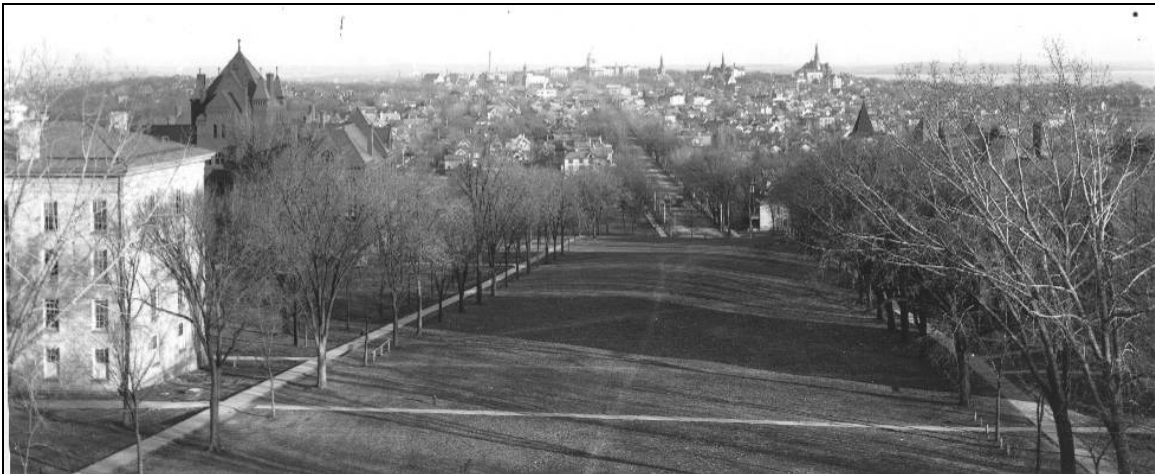


Figure 20: Looking southeast down Bascom Mall towards State Street and the capitol, ca. 1905-1910.

Campus planning under Van Hise

After Charles R. Van Hise assumed the presidency in 1903, a series of planning initiatives began to influence development across campus. A plan of the university grounds, prepared by landscape gardener O. C. Simonds, appears to reflect conditions existing in 1906. No proposed changes are indicated on the drawing (figure 21 and 22).

By contrast, the “General Design of the University of Wisconsin,” presented to the regents in 1908, called for a formal, Beaux-Arts-inspired overhaul of architecture and landscape on College Hill. Its creators, famed city planners Warren P. Laird and Paul Cret along with campus architect Arthur Peabody formed the Architectural Commission, envisioned a “liberal arts piazza” connecting University Hall, North Hall and South Hall. Their plan also set aside previously unoccupied sites adjacent to University Hall for a museum building and a women’s dormitory (figure 23 and 25).⁶³

At the other end of the mall, open space adjacent to Park Street would be paved over with an elliptical plaza, accented with a central obelisk and a liberal sprinkling of statuary. Along the southern margin of the plaza, a monumental building would take over the site of Assembly Hall, providing a counterweight to the venerable mass of Science Hall (figure 24).

Although this grand entrance to College Hill never materialized, the concept of a “liberal arts piazza” near the top of the hill was not entirely abandoned. The Lincoln terrace, while designed by others, reflects some of Peabody, Laird and Cret’s ideas—albeit on a smaller scale.⁶⁴ Meanwhile, the Biology building (later Birge Hall) was built on the site that they had proposed for a women’s dormitory. The site they had earmarked for a museum building is now part of John Muir Park.

⁶³ For a more detailed account of the development of the General Design, see “The Beaux-Arts and the Campus Beautiful, 1893-1915,” in “Cultural Landscape Resource Study,” 2007.

⁶⁴ According to Arthur Peabody, sculptor A. A. Weinman hired an architect, A. R. Ross of Boston, to design the terrace. Ross never visited the site, so Peabody traveled to Ross’ summer home in Maine to advise changes to the architect personally. See Peabody, “Short Resume of University Buildings,” typed manuscript, 1934, p. 33; in Arthur Peabody Papers, Wisconsin Historical Society.



Figure 21: O. C. Simonds' 1906 plan of the university grounds.

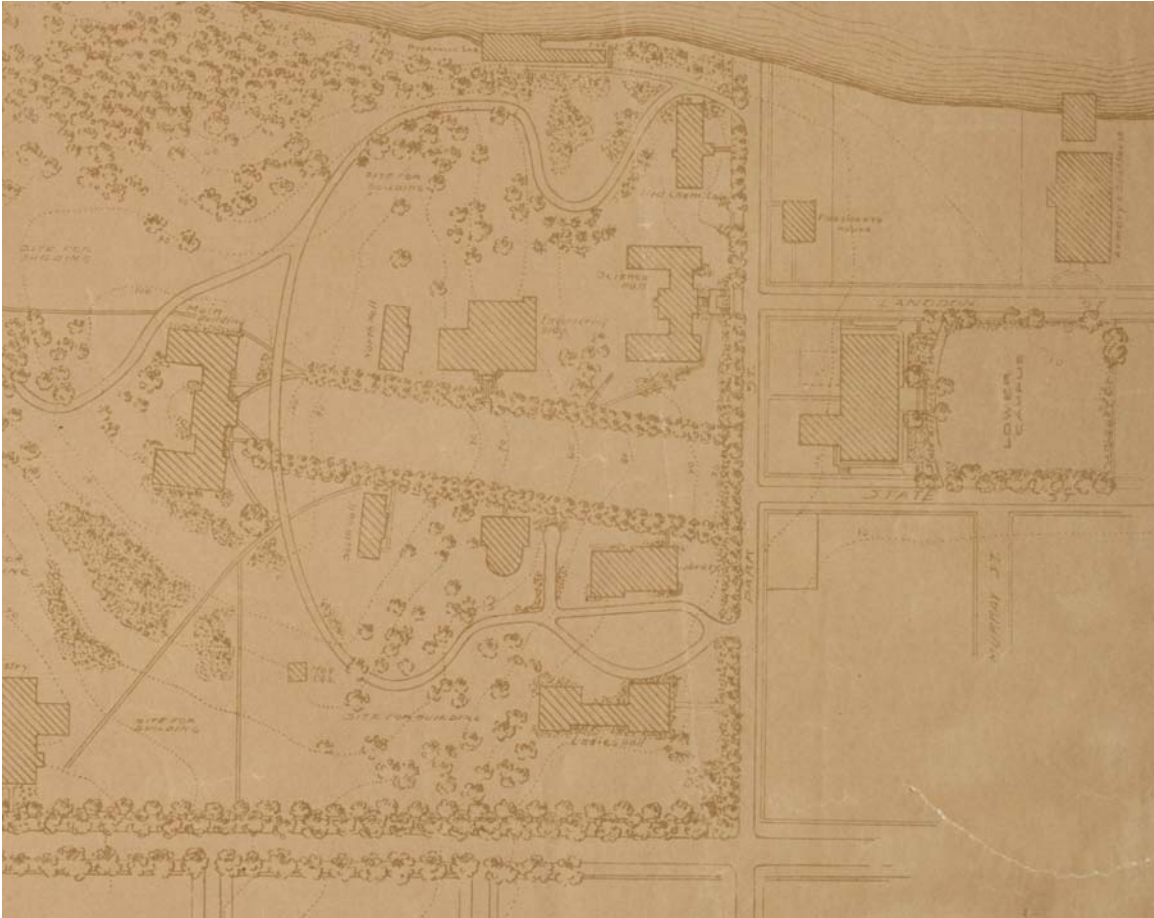


Figure 22: Detail from Simonds' 1906 plan, showing College Hill topography and circulation patterns.

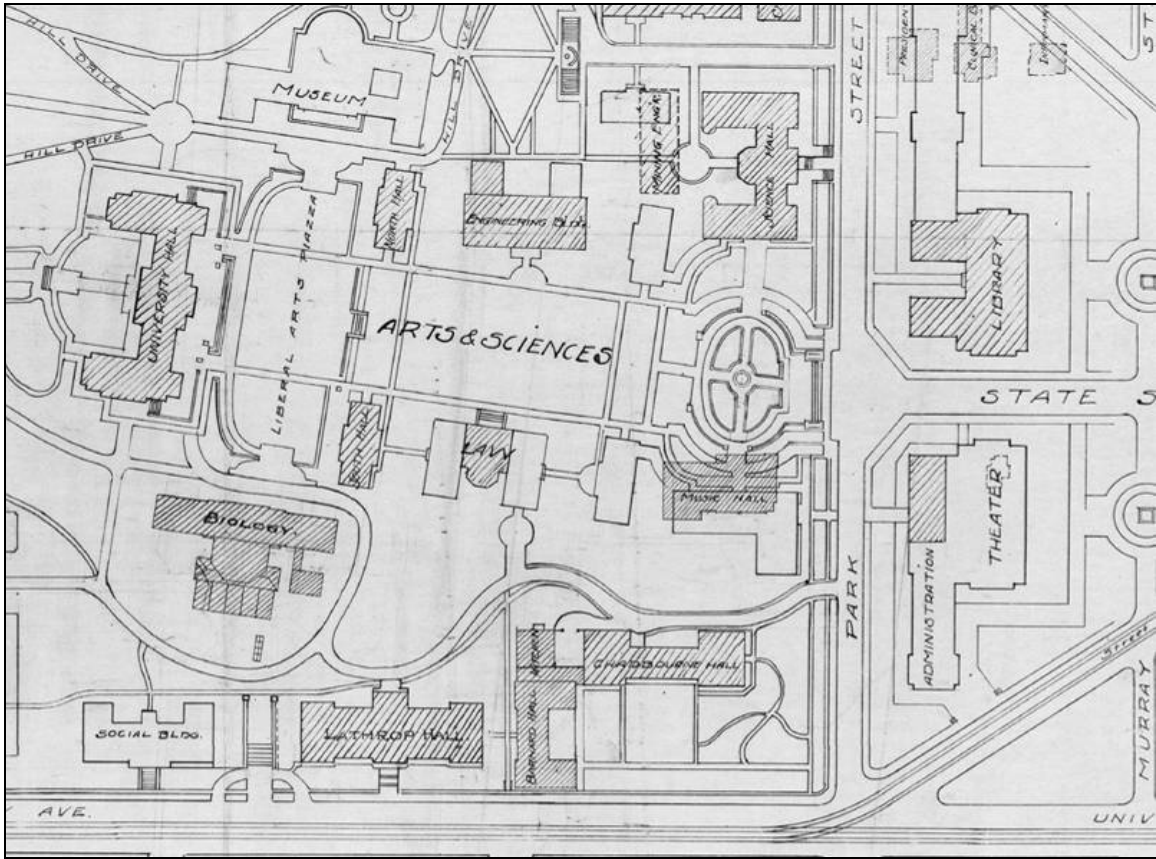


Figure 23: Detail from the 1908 “General Design of the University of Wisconsin,” showing “liberal arts piazza” near the summit of College Hill.

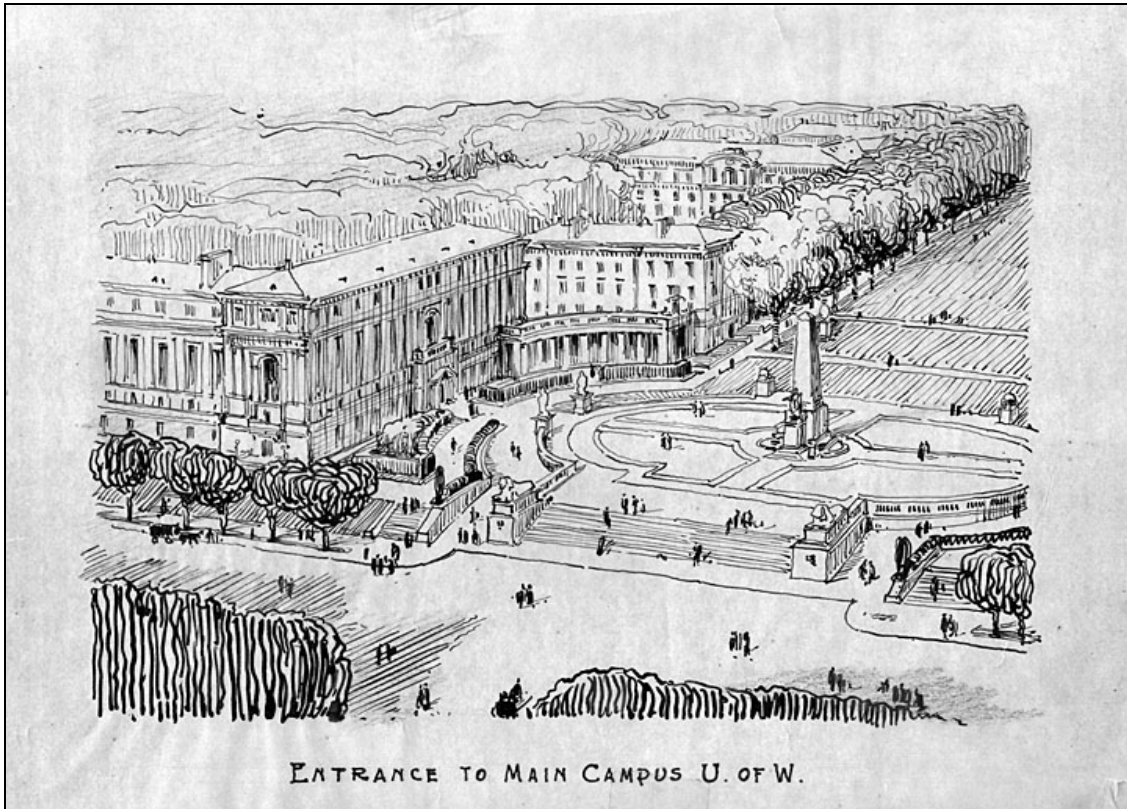


Figure 24: Rendering prepared by the regents' Architectural Commission (Laird, Cret and Peabody) showing treatment proposed for the intersection of State and Park streets.

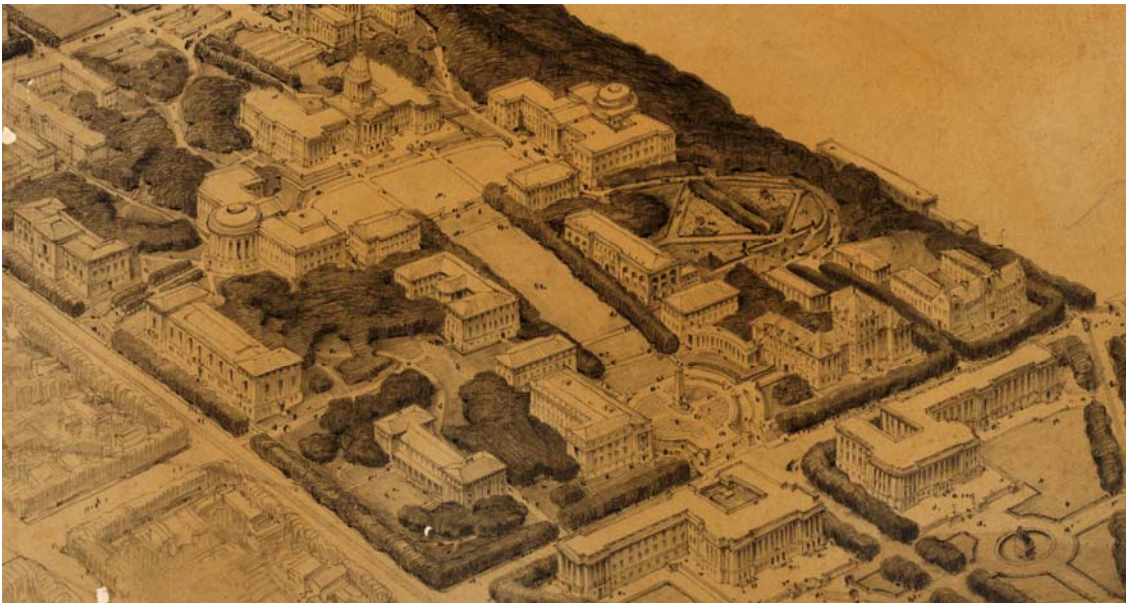


Figure 25: Detail from "General Design for Future Constructional Development of the University of Wisconsin, 1908" This bird's eye perspective was apparently prepared in conjunction with other Laird and Cret plan materials.

Lincoln Statue

Since its initial dedication in 1909 (the centenary of Lincoln’s birth), the Lincoln statue on College Hill has served not only as a memorial to the sixteenth president, but as a vantage point, meeting place, and speaker’s platform. The statue has been a silent witness to academic exercises of all kinds—graduations, class reunions, anti-war demonstrations—and the subject of countless drawings and photographs. The Lincoln statue occupies a transcendently inspirational spot that were it not within the confines of a public institution, would almost certainly qualify as “sacred space.”



Figure 26: The Lincoln statue in its original setting, 1909.

The statue's original setting on the mall, downhill from its current location, was intended to be temporary (figure 26).⁶⁵ A decade passed before sculptor Adolph Weinman's design for a terrace and exedra (semi-circular stone bench) could be executed (figure 27). During the course of the project, workmen uncovered two skeletons. The bodies remained unidentified until 1922, when excavations for another project unearthed a grave marker for Samuel Warren, an English laborer who had died in 1838 while helping to build the territorial capitol. No marker was found for the second grave, but Charles E. Brown declared the remains to be those of another workman, named Nelson, whose death occurred in 1837.⁶⁶



Figure 27: Lincoln terrace and exedra under construction, ca. 1918-19.

⁶⁵ "...the sculptor granted the replica with the understanding that the University would at an early date complete the pedestal and platform on designs submitted by him." See "The Lincoln Ceremony," *Wisconsin Alumni Magazine* 18 (August 1917): 327.

⁶⁶ "Graves of Two Pioneer State Workmen Found," *Wisconsin State Journal*, September 10, 1922.

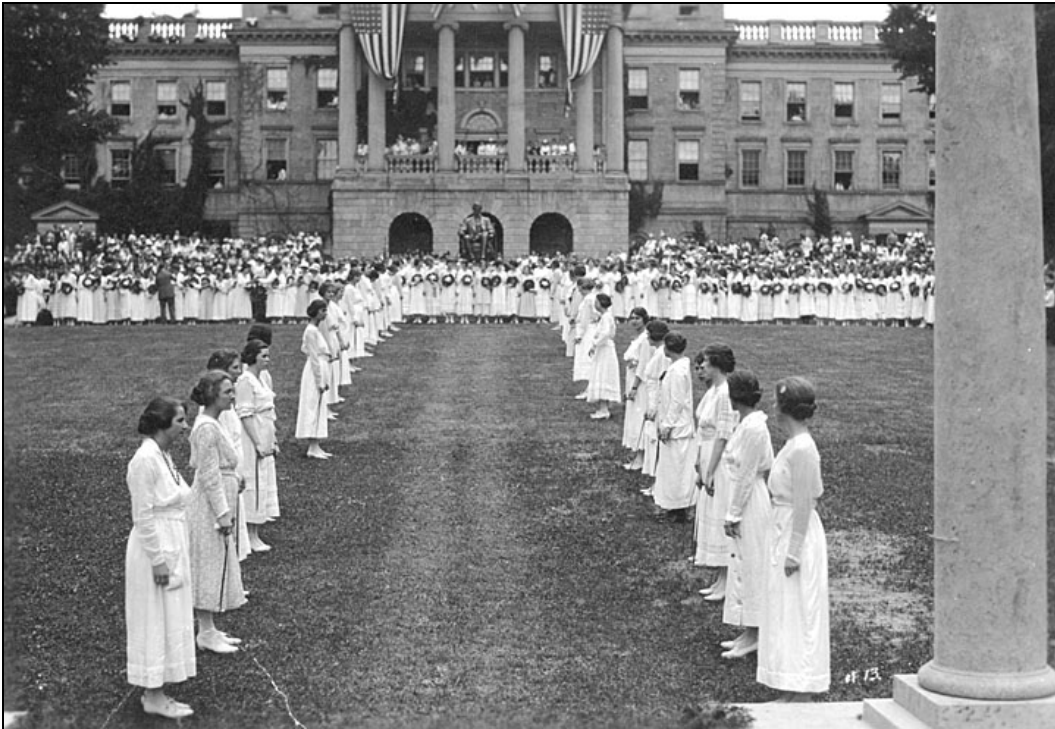


Figure 28: Dedication of Lincoln terrace on Alumni Day, June 24, 1919.

Pomp and ceremony attended the dedication of Lincoln Terrace on Alumni Day, 1919. *The Badger* called it “one of the most impressive of all the Commencement ceremonies.” Sophomore and junior class women formed lines to mark the route of the senior class women as they proceeded up the hill to receive their diplomas. “Speeches by prominent alumni and friends of the university, and imposing exercises marked Wisconsin’s welcome to her soldiers, sailors, and marines,” Reported *The Badger*.⁶⁷

⁶⁷ *The Badger* 1921 35 (1920), 414.

Dedication of Bascom Hall

One year after the Lincoln Terrace dedication, University Hall was renamed in honor of John Bascom, university president from 1874 to 1886. Among Bascom's many achievements was convincing the legislature to establish a state mill tax that would assure the university a regular source of income. The regents, he argued, should not be forced "to come afresh to the State with each new need, knowing it in no other relation than this of constant supplication." The mill tax legislation, signed into law in 1876, increased the university's annual income by about \$20,000, making possible a campus-wide building and improvement program.⁶⁸ University Hall, which in Bascom's opinion "was never a fortunate building," was dedicated in his memory on June 22, 1920.⁶⁹ While never formally designated, the ground on which Bascom Hall stands has been known as Bascom Hill since that time.

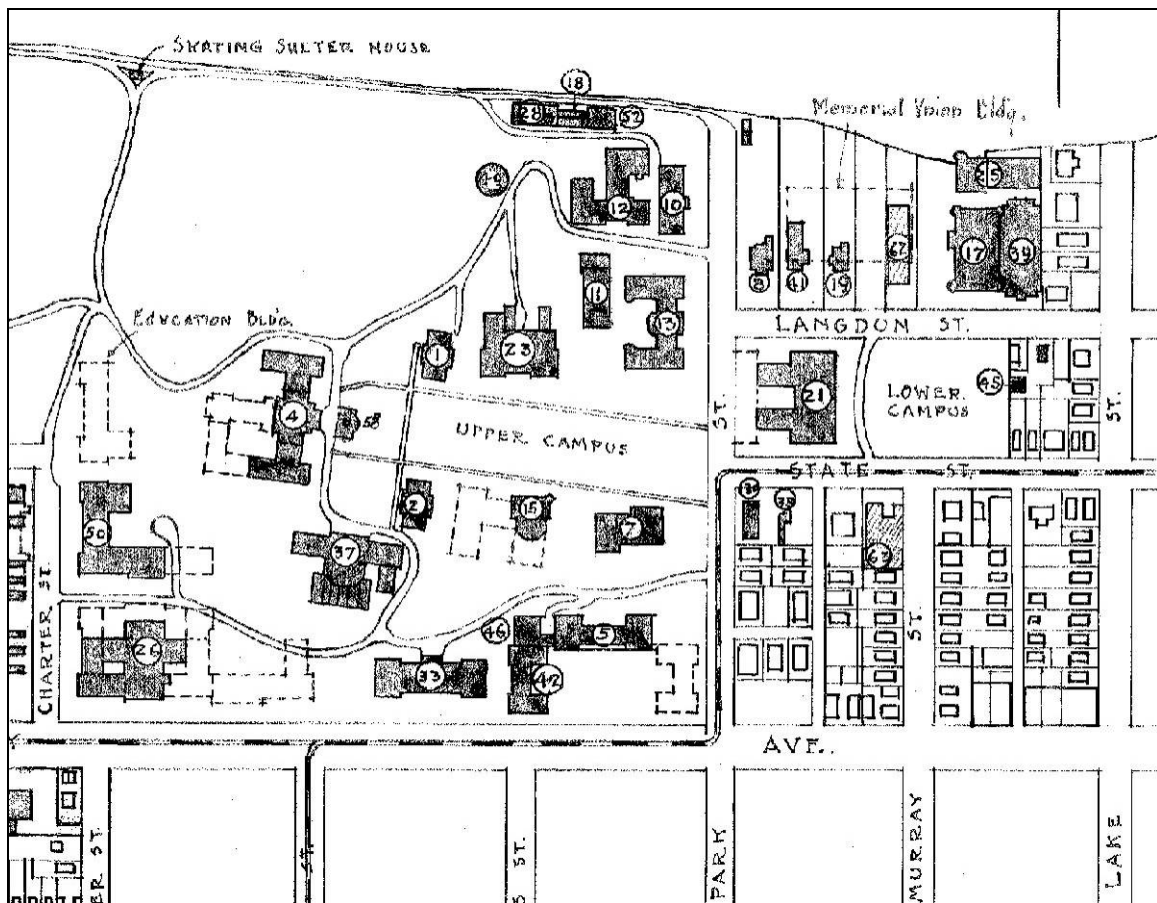


Figure 29: Detail from plat plan of the campus "East of Breeze [sic] Terrace," 1924.

⁶⁸ Curti and Carstensen, *UW: A History*, 1:312, 315.

⁶⁹ Regents' annual report, September 30, 1880, 27; "Alumni Day," *Wisconsin Alumni Magazine* 21 (August 1920): 267.

Planning in the 1920s

Arthur Peabody became state architect in 1916, but continued to take an active interest in campus planning. Peabody's name appears on a plat plan that was created in 1918 and revised in 1924 for the area "east of Breese [sic] Terrace" (figure 29).⁷⁰ The plan shows projects under construction at the time, in addition to those proposed for the period 1925-1927. On Bascom Hill, the only changes proposed were expansion of the Law building and the addition of an extensive C-shaped wing to the west side of Bascom Hall. The wooded area once considered as a site for a museum building is left blank on the 1924 plan.

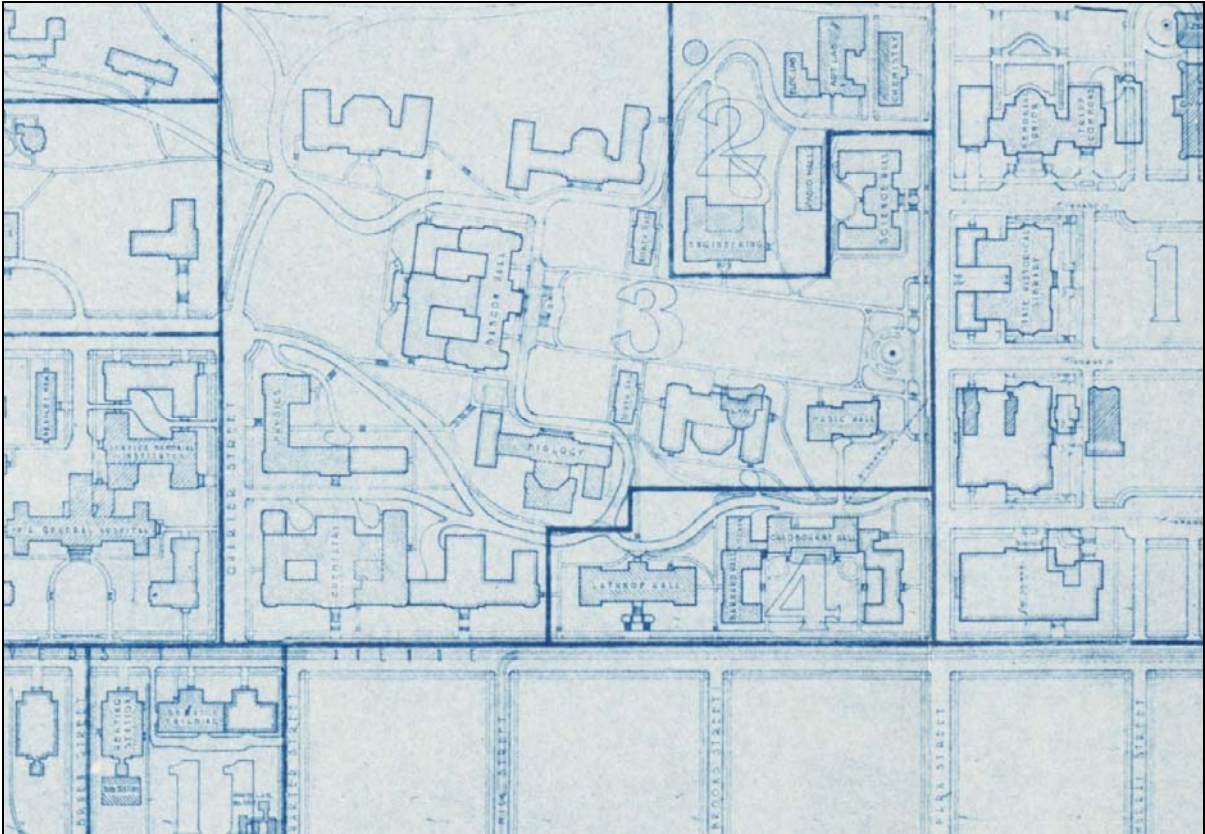


Figure 30: Detail from "General Development of the Campus," Peabody plan, 1927.

A general plan signed by Peabody in 1927 suggests that the Architectural Commission's proposal to place a building across the mall from the Biology building (later Birge Hall) had not been forgotten. A grand entrance plaza at the base of the mall also reappears on the 1927 plan, although conceived on a smaller scale than that shown in the 1908 General Design (figure 30).

⁷⁰ Correct spelling is Breese Terrace.

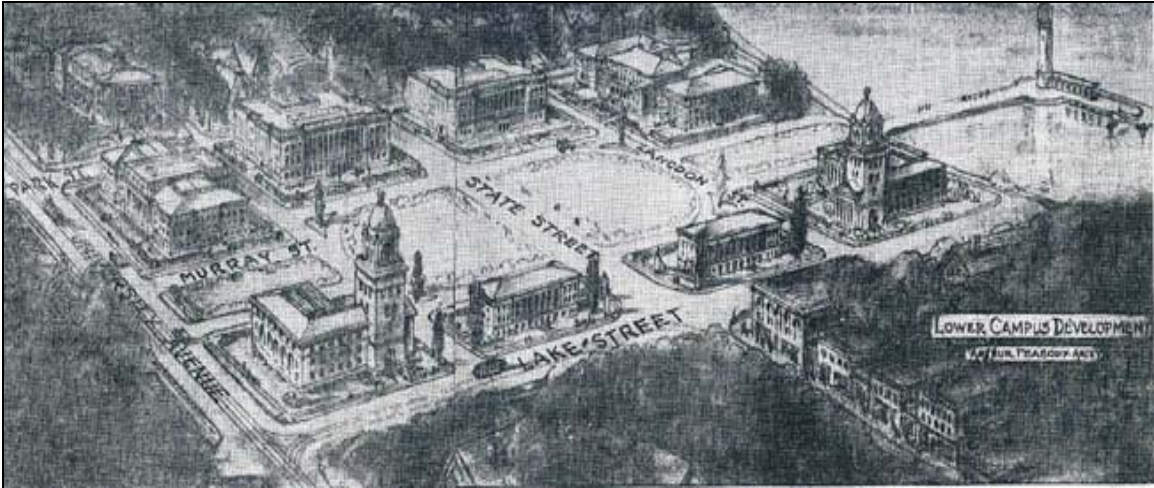


Figure 31: Peabody’s vision for Lower Campus development, published in March 1926 by a Madison newspaper.

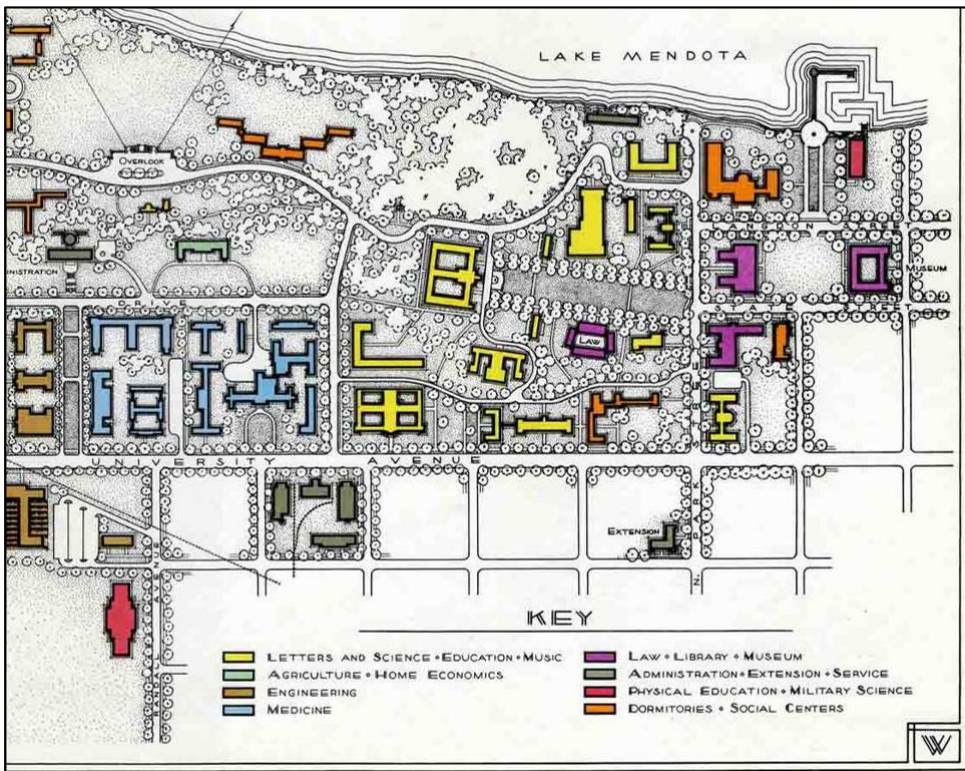


Figure 32: Detail from Wisconsin State Planning Board’s campus development plan, December 1941.

A campus development plan published by the Wisconsin State Planning Board in 1941, in contrast, shows only woods north of Bascom Hall (with the exception of the Carillon Tower). The plan also made provision for an overlook on Observatory Drive. The viewshed is outlined with arrows, emphasizing the importance of preserving the view of Lake Mendota and Picnic Point from that location (figure 32). “The view from the Observatory grounds and the drive are as fine as on any University Campus anywhere, in reality, nothing short of magnificent,” states the planning board’s report. “Its aesthetic value is incalculable and its maintenance is essential to the integrity of the character of the campus.”⁷¹

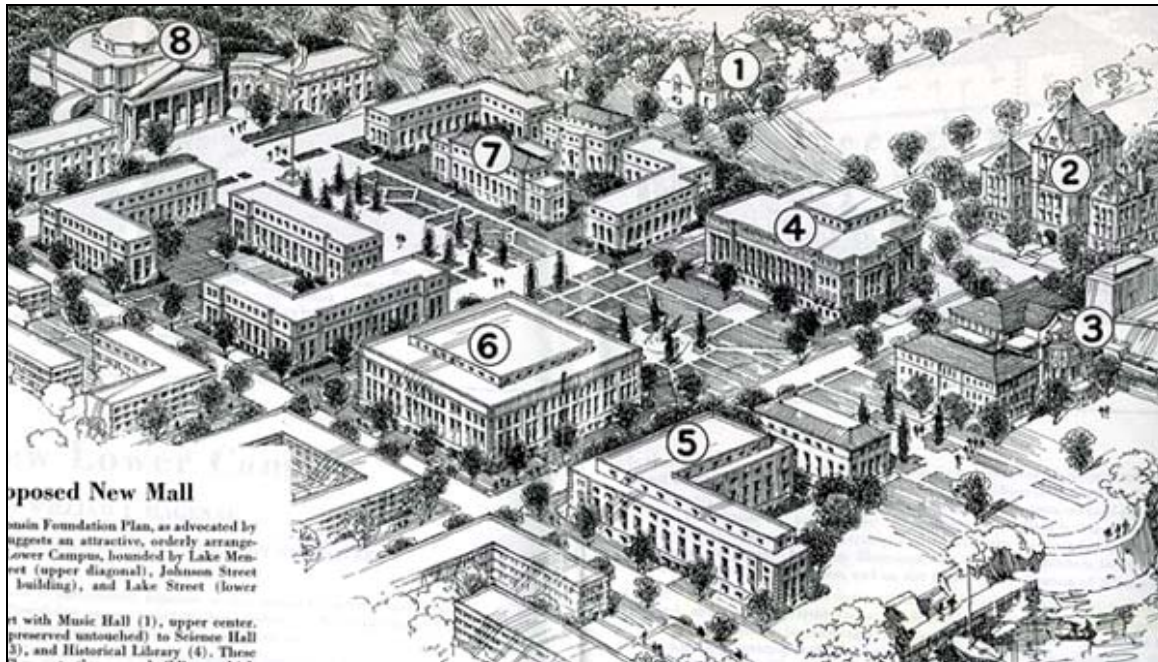


Figure 33: Proposal for Lower Campus development by William J. Hagenah, executive director of the University of Wisconsin Foundation, 1945.

A plan prepared by William J. Hagenah in 1945 focused on the Lower Campus (figure 33). Although very different in form, the plan was similar in style and scale to the 1908 General Design. Borrowing from Peabody’s 1926-27 concepts, the Hagenah plan also called for development of a mall with its axis along Murray Street (figure 31).⁷² Hagenah’s plan failed to address the important relationship between Bascom Mall and the Lower Campus, however. He considered the Lower Campus to be the university’s “front door,” apparently assigning secondary importance to Bascom Mall.

⁷¹ Wisconsin State Planning Board, *A Campus Development Plan for the University of Wisconsin* (Madison: Wisconsin State Planning Board, 1941), 14.

⁷² William J. Hagenah, “Wanted: Front Door for the University,” *Wisconsin Alumnus* 47 (February 1945): 10-14.

About a year after the introduction of Hagenah's plan, the university's administration began to acquire and install government surplus buildings, including Quonset huts and prefabricated barracks. These temporary or "T" buildings provided classroom and storage space for the burgeoning student body. On Library Mall alone stood an arrangement of seven Quonset huts, dubbed "the Sow and Six Piglets by students."⁷³

A report prepared in 1949 by the Committee on University Functions and Policies depicted "a deplorably inadequate physical plant."⁷⁴ Of top priority was a new library, funds for which had been appropriated by the legislature, among several other building projects. The construction of Memorial Library, completed in 1953, helped to define and enclose the Lower Campus. However, the building also intruded upon the view from Bascom Hill to the Capitol.

In January of 1966, university president Fred Harvey Harrington agreed to support the National Park Service's nomination of North Hall to the National Register of Historic Places, but requested that its general use for university purposes be maintained.⁷⁵ The Park Service independently identified the significance of this building as it related to John Muir.

The George L. Mosse Humanities building was constructed at the corner of Park Street and University Avenue in 1969. The massive concrete building was designed by Harry Weese, one of the leading practitioners of modernism in the Midwest. An example of the modern architectural style referred to as "brutalism," budget difficulties forced Weese to eliminate many planned-for details including the application of plaster to the bare concrete surfaces and the construction of stone entrances. The building lacks amenities and architectural details and is "woefully inadequate when considering the needs of students and faculty."⁷⁶ A pedestrian bridge was constructed to connect the Humanities building to Bascom Mall near Music Hall. The bridge alignment with the mall's southern sidewalk provides a safe pedestrian route between Bascom Mall and State Street Mall over Park Street. However, the base of Bascom Hill and the western portion of State Street Mall—the once conceived "Grand Entrance" to the university—are somewhat unsightly dead spaces. Even on days when Library Mall, Bascom Mall, and the eastern portion of State Street Mall are bustling with people and activities, these spaces are essentially empty.

In 1970, a Bascom Hill subcommittee was formed to regulate development and preserve the mall's green space.⁷⁷ During the 1980s, Law, Business, and Education wanted to expand into the mall, but were refused by the sub-committee. As a result, the Business

⁷³ E. David Cronon and John W. Jenkins, *The University of Wisconsin: A History, 1945-1971—Renewal to Revolution* (Madison: University of Wisconsin Press, 1999), 21-24.

⁷⁴ University of Wisconsin Committee on University Functions and Policies, "Second Report: Internal Survey," November 1949, Chapter IX, p. 1; UW Archives series 5/39, box 7.

⁷⁵ Regents' Board Minutes, 7 January 1966.

⁷⁶ Feldman, *The Buildings of the University of Wisconsin*, 391-94.

⁷⁷ Minutes of the Board of Regents, date unconfirmed.

and Education schools moved off the hill, while the Law building's expansion was prevented from encroaching into the central mall space.

The Bascom Hill Historic District, which encompasses large portions of the upper and lower campus, was formally listed in the National Register of Historic Places in 1974. As is common for nominations prepared in the 1970s, it was brief, non-inclusive, and strongly indicative of aesthetic preferences from that time. Architectural character was given consideration over age or historical associations. Harry Weese, the Chicago architect who designed the Humanities building (1969), stated that, "It [Humanities] relates well to the Historical Society building across the street in scale, line, and color, even though some seventy years separate them. Of all the contemporary university buildings, it makes the most direct and tangible contribution to the character of the historic area."⁷⁸

In considering the proposal of the Bascom Hill Historic District, the university also developed the following hierarchy for planning purposes:

- Essential to the district: North Hall, South Hall, Bascom Hall, Assembly Hall (Music Hall), Science Hall, and the Wisconsin Historical Society.
- Buildings of significance to be recognized in future activities: University Armory and Gymnasium, Radio Hall, the Carillon Tower, and Memorial Union.
- Not essential to the district and removal is desired: University Club, Lake Lab, and the Sanitary Engineering and Pumping Station.
- Occupies a key site and replacement is crucial: Birge Hall and the Education building.
- Contemporary buildings that contribute to the district: Humanities, Elvehjem Arts Center (now Chazen Museum of Art), Helen C. White Library, and the Limnology Laboratory.

This nomination, prepared in the early years of the National Register program leaves several important elements and issues undocumented.

⁷⁸ National Register of Historic Places Nomination Form, Bascom Hill Historic District, 1974.

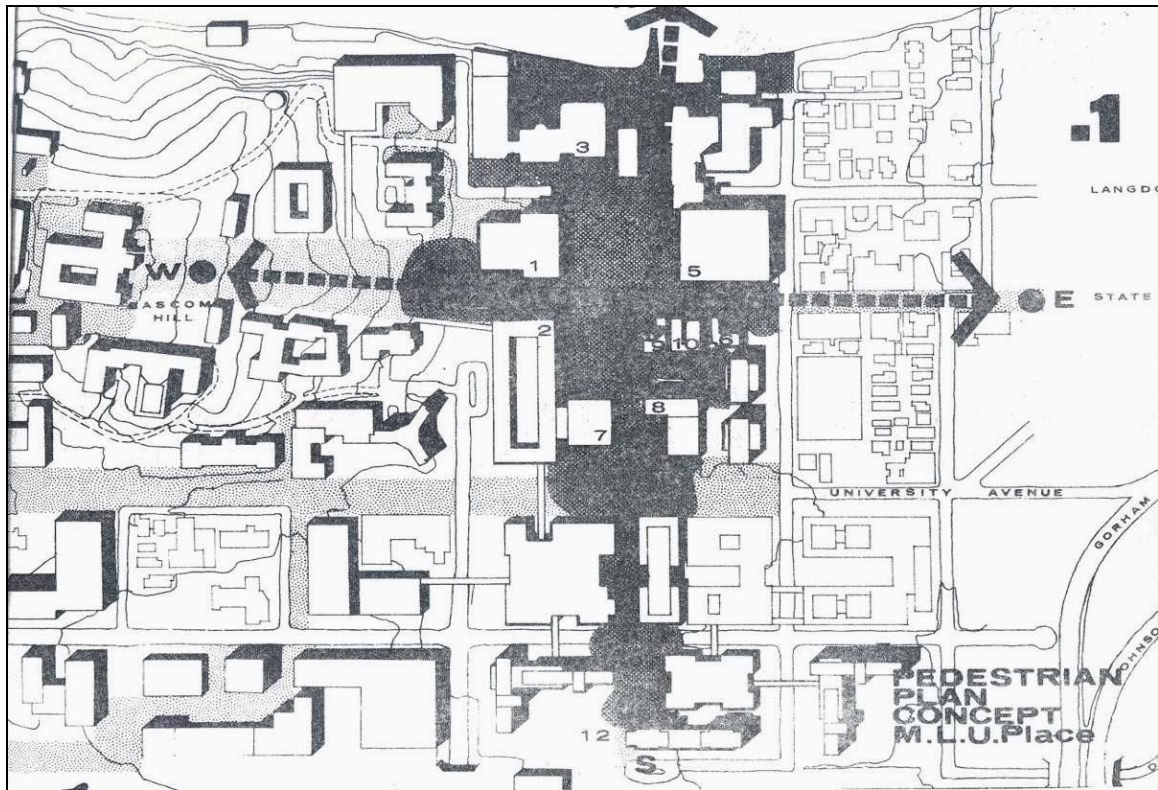


Figure 34: Concept for Murray-Library-Union Place, ca. 1970.

Planning efforts in the 1970s proposed the creation of two axes with the Murray Mall project and State Street pedestrian mall. A Campus Pedestrian Report (ca. 1970s) described this area as the “Murray-Library-Union (MLU) Place”:

The proposed MLU Place extends like a cross linking Bascom Hill with State Street on an east-west line and the Dormitories and the Lake on the north-south axis [figure 34]. The central focus, junction of State and Murray, broadens out to a 700' x 300' space. The main enclosure of this space is contained to the west by the State Historical Society (neoclassic) and the Humanities Building (post modernist) and the Student Union (mixed period). ...The fundamental idea of the proposed MLU Place would be the design of a pedestrian dominant space with the total elimination of vehicular traffic from State Street between Park and Lake Streets and also from Murray Street. ...MLU Place would become a symbolic doorway located at the foot of State Street linking the University and the City. The State Street Mall development would have a fitting terminal climax. In essence, the MLU Place would provide a revitalized high intensity pedestrian 'heart space' for the expanding campus.⁷⁹

Since pedestrian traffic was intense in this area, the report proposed mostly hardscape for Library Mall and MLU Place. An extensive collection of newspaper

⁷⁹ Planning Report, ca. 1970, undated and untitled. UW Archives, Subject File: “Campus Planning—1970’s”

articles chronicled the planning and implementation of the State Street Pedestrian Mall.⁸⁰ Articles beginning in 1971 reported that merchants opposed the mall and students favored it. Merchants feared that closing State Street to vehicular traffic would dramatically decrease sales. The university's Planning Department decided to experimentally close the 700 and 800 blocks to study its effects on traffic. The street was officially closed August 1, 1971 through March 15, 1972. By March 1, no serious traffic problems resulted. Following this study, the regents and city planners began discussing permanent changes to the area. An article in the *Capital Times* reports:

Long-range possibilities discussed at the meeting included terracing the lower portion of Bascom Hill and developing canopies of trees within a mall reaching from the lakefront near the Memorial Union to the new Humanities building. A model provided by city planners showed another possibility: a pedestrian mall stretching up State Street from the campus to Gilman Street.⁸¹

As early as 1971, articles discussed possible user amenities along the new mall, including a clock tower at Library Mall. This became a gift from the Class of 1923, for which the University Planning Department completed a design in 1977 and installed shortly thereafter (figure 35). Early plans for State Street proposed an exclusively pedestrian mall from Park Street to West Gorham and a partial mall for the remaining distance. Charrette planning began in October of 1973, where the public identified the character and activities of Maxwell Street Days as a positive vision. A young and very active participant in the process would become a Madison legend. Paul R. Soglin was an alderman on the Madison Common Council for several terms before being elected Mayor in 1973. He served six terms as the mayor of Madison. The city hired the New York landscape architecture and urban design firm of M. Paul Friedberg and Partners to develop a design for the mall.⁸²

Due to progress on the State Street Pedestrian Mall, E.B. Fred wrote to William Hagenah in December of 1974, explaining that similar plans to his 1945 concept were being implemented. However, a planning document issued one year later declared that Murray Mall would be implemented "in the most minimal way," requiring no additional land or costing any extensive funds. On July 29, 1975, construction began on the 700 and 800 blocks of State Street. On September 16, E.B. Fred wrote to Hagenah:

There are some great changes going on in the lower State Street area. The Mall concept (with no vehicles at all) has been adopted and much of the work is under way. This should fit in with your Vista concept, as the whole 800 block of State Street has been converted to a grassed area with trees, etc. The Mall will extend

⁸⁰ UW Archives: "State Street Mall" subject file. The collection extends from 1971 through 1979. Many of the same concerns were republished from article to article.

⁸¹ *Capital Times*, 1 March 1972. (UW Archives, Subject File: "State Street Mall")

⁸² Friedberg is a fellow of the American Society of Landscape Architects. He founded M. Paul Friedberg and Partners in 1958.

far up State Street to join the Concourse, which is planned for the Capitol Square.
Madison is changing!⁸³



Figure 35: State Street Pedestrian Mall and Clock Tower, 1977.

Renewed Focus on Physical Planning, 1990 and beyond

Renewing the physical environment of the campus became the focus in the 1990s. The university began developing a Comprehensive Master Plan in 1994 to address “upgrading existing systems and accommodating new facilities” to create an “exciting and inviting campus environment.”⁸⁴ The two-year planning effort used a participatory approach that involved university faculty, academic staff, and students, as well as neighborhood, municipal governments, and state representatives. A team of campus planning consultants led by Johnson, Johnson & Roy, Inc. (now JJR), were hired to lead the effort. The final plan was published in 1996.

The 1996 Master Plan identified the corridor earlier referred to as the Lower Campus as a future important open space. The corridor was identified as “Murray Mall” and a conceptual design for the north-south oriented pedestrian mall was presented (figure 36). The Murray Mall design resembled the 1945 Hagenah design in its failure to address the important connection between the proposed mall and Bascom Mall. The name of the Murray Mall project was changed in 2002 to the “East Campus Pedestrian Mall” and the

⁸³ Correspondence: E.B. Fred to Bill (William J. Hagenah) (September 16, 1975). UW Archives, Series 4/16/4, Box 34

⁸⁴ Ward, Chancellor David, 1996. A letter from the Chancellor in Comprehensive Master Plan Summary Report, University of Wisconsin-Madison.

design concept was altered to develop a transition between Bascom Mall and State Street Mall (figure 37). Most notably the design provides a simple transition to a bridge centered on Bascom Mall and State Street.

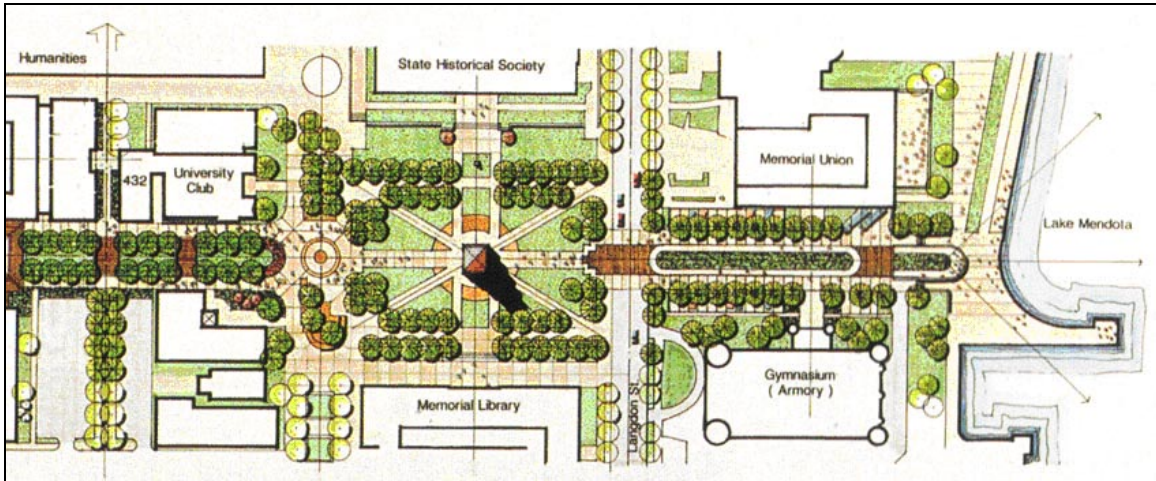


Figure 36: Detail from Murray Mall concept plan, 1996.

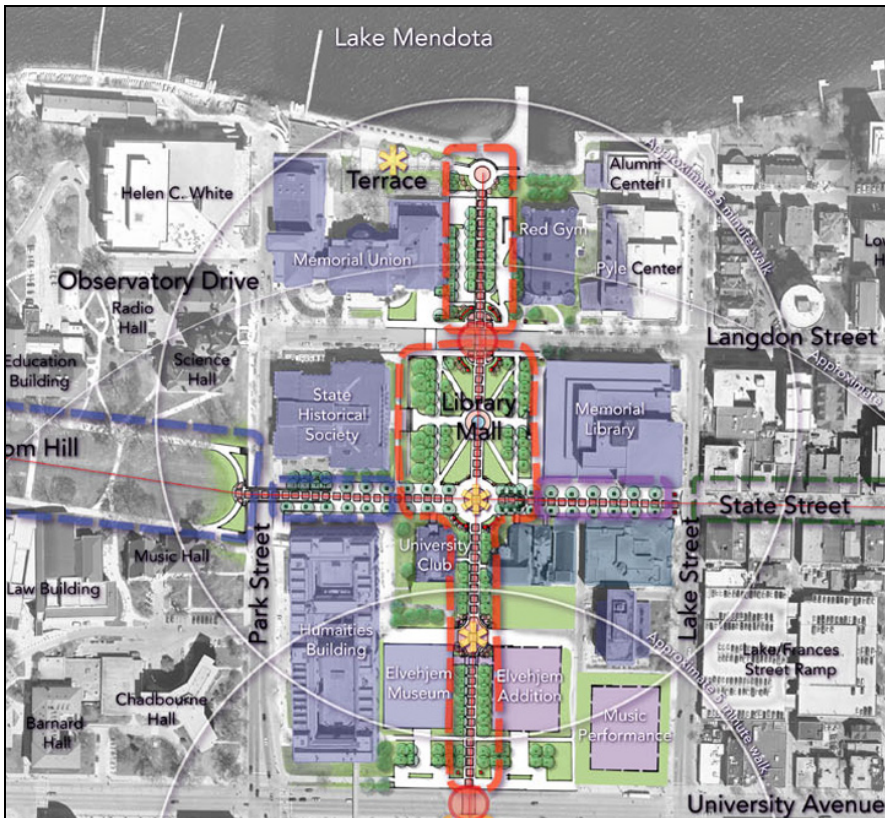


Figure 37: Detail of Library Mall area, East Campus Mall Schematic, 2004.

In 2004 the university confirmed its commitment to physical planning by initiating efforts to update the campus Master Plan. A consulting team headed by Ayres Saint Gross of Baltimore, Maryland, was hired to lead the effort. The focus of the update is on four major themes: buildings, open space, transportation, and utilities. At the outset of the project, the project team outlined seven planning principles to guide the master plan. These principles are: 1) Taking advantage of a spectacular setting, 2) Enhancing Experience of Place, 3) Protecting the Environment, 4) Developing Connections, 5) Defining and addressing edges and boundaries, 6) Addressing the regional community, and 7) Serving the world beyond. Each of the principles is described in detail on the Master Plan project website, and all are relevant to the consideration of cultural landscapes on campus. Two in particular relate directly to the Cultural Landscape Project. To enhance the experience of place on campus, (principle number two), the Master Plan project states:

All campus open spaces and buildings should support the University's mission to provide "a learning environment in which faculty, staff and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help insure the survival of this and future generations, and improve the quality of life for all." Chief among our concerns is the acknowledgment that we are creating places for people to come together and share their learning experiences. These places should be designed foremost for the pedestrian, but with respect for the multiple uses and users that they must serve. The Campus Master Plan should promote a clear sense of place, respect the history and diversity of the University, and stimulate the academic and social growth of the University population. The plan should promote renovation, restoration and remodeling of existing facilities whenever possible and practical. The plan should commit to the historic preservation of key buildings and open spaces that make this place a unique learning environment.⁸⁵

Principle number three, protection of the environment, also relates directly to the Cultural Landscape Project:

The university's support for the environment is found throughout its history from our early ties to John Muir and Aldo Leopold's land ethic to Jens Jenson, Alden Aust and G. William Longenecker who helped shape the grounds of our campus. The university continues to embrace this core value of protecting our environment through its academics, research, culture and physical environment. The Campus Master Plan must continue that tradition through the development of sustainable design guidelines, a commitment to protecting environmentally sensitive areas, and by reducing our physical impact on the land. We embody this environmental consciousness through our built environment, and design and care for the campus ecosystems in thoughtful and responsible ways so that no issue is considered in isolation.⁸⁶

⁸⁵ University of Wisconsin-Madison Master Plan website: www.uc.wisc.edu/masterplan/principles.html

⁸⁶ Ibid.

As the Master Plan Project and the Cultural Landscape Project progressed concurrently, the university staff and project teams shared information to better achieve their goals. The Cultural Landscape Project has identified key cultural elements within the campus landscape that need to be maintained and protected in the future. It has also provided an historical perspective of prior campus master plans and how they may shape future development. The design guidelines presented in the Master Plan will also rely heavily on recommendations made as part of the Cultural Landscape Project.⁸⁷

⁸⁷ Gary Brown, Director of Planning and Landscape Architecture, University of Wisconsin-Madison, 23 February 2005, personal communication with Brenda Williams.

EXISTING CONDITIONS

Existing conditions were recorded for the Bascom Mall Historic District in the spring and summer of 2004. The information herein is based on the conditions present at that time. Changes may have occurred since then that are not reflected in this report. All existing conditions information should be field verified.

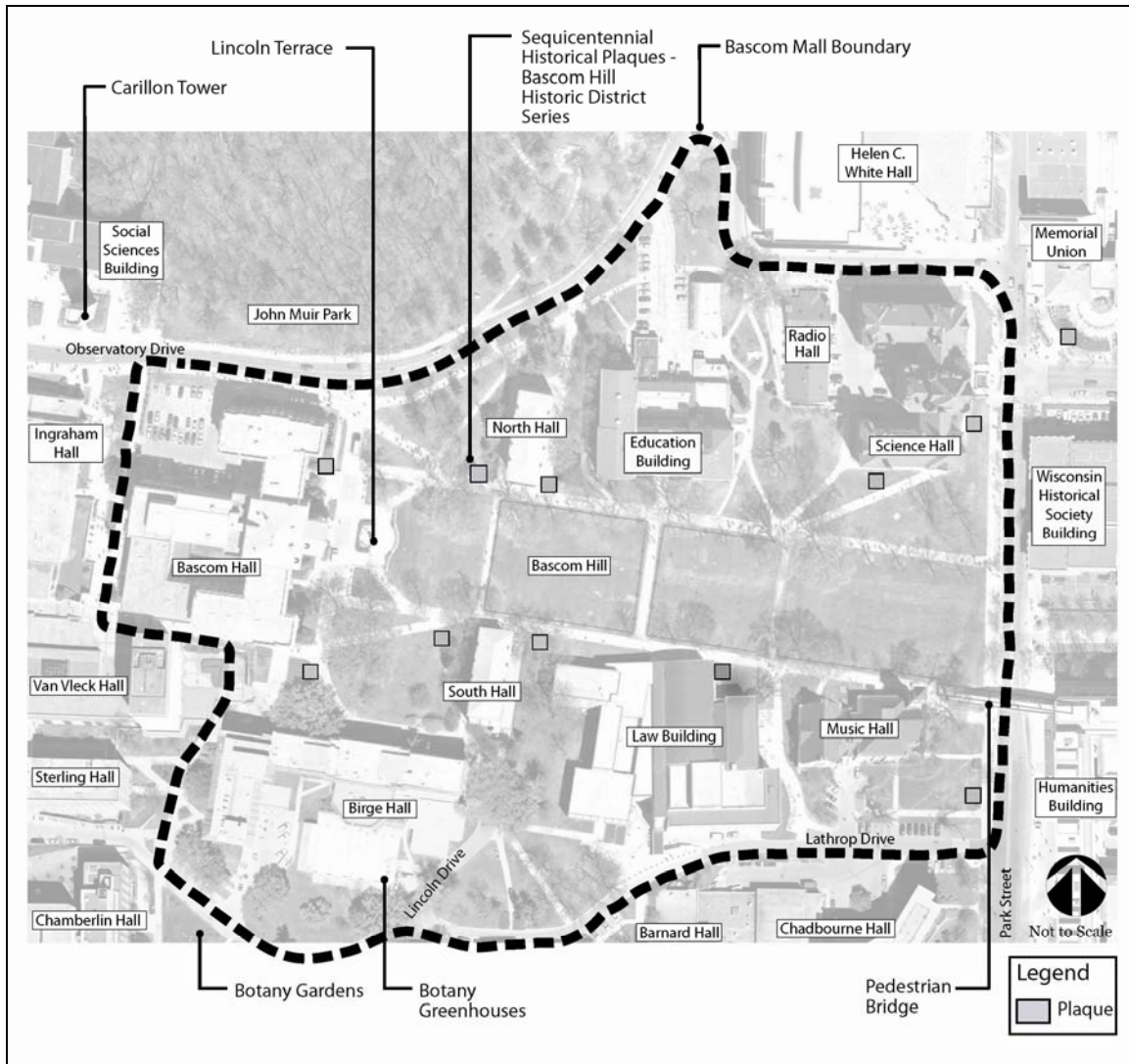


Figure 38: Bascom Mall, Existing Conditions, 2004.

Land Use:

Bascom Mall serves as a pedestrian corridor, an open space for passive and informal activities, and as a landscape image that represents the campus of the university. The sidewalks on the hill are used by pedestrians moving across campus and for entering and exiting the buildings on the hill. The large lawns in the center of the mall are used by students to relax, study, and socialize in the warm months.

Spatial Organization and Cluster Arrangement:

The mall is a rectilinear space with wide lawns forming its central portion. The lawns are defined with mature canopy trees and wide sidewalks along the north and south sides. Seven buildings define the rectangular structure of the mall: Bascom Hall, North Hall, South Hall, Law, Music Hall, Education, and Science Hall. Birge Hall is set back from the main mall, and encloses the southern side of the landscape at the top of the hill.

Topography and Response to the Natural Environment:

Situated on the eastern slope of the “second hill” in Madison, Bascom Mall presents a grand landscape. The steep topography emphasizes the form and organization of the mall. From the base of the hill the viewer’s eye is led to the focal point of Bascom Hall at the top of the hill. The rectangular form of the lawn, and its relationship to the buildings and sidewalks that flank it, emphasize Bascom Hall and are all easily visible from the base of the hill due to the slope. Views from Bascom Mall at the top of the hill include the long corridor of the Mall, State Street, and finally a partial view of the dome of the Wisconsin state capitol building.

Buildings and Landscape Features (see Tables 3 and 4)

Archaeological Resources:

Three archaeological sites have been identified in the Bascom Mall Cultural Landscape Inventory site. The Archaeological Site Inventory (maintained by the Wisconsin State Historical Society) indicates that Bascom Hill Mound Group (47-DA573) consisted of at least one linear and one panther mound which were destroyed in 1859 with the construction of Bascom Hall. One additional conical mound was destroyed according to one newspaper account.⁸⁸ The second site, North Hall Mounds (47-DA819), consisted of two linear burial mounds located between North Hall and the Lake Mendota shore. Both linear mounds were reported as being destroyed in 1851 by the grading for North Hall, although according to Brown, writing in 1914, “Some traces of one long, narrow mound could still recently be seen.” The third site is the Bascom Hall Burial Ground (47-BDA125), which contained two historic European-American burials – Samuel Warren and William Nelson. These burials were disturbed in 1918, but apparently not removed.

⁸⁸ “Mounds in Madison: Major Tenney tells of razing them. Interesting talk of a pioneer editor.” *Madison Democrat*. December 30, 1894.



Figure 39: Bascom Mall viewed from Park Street, 2004.



Figure 40: Lincoln statue and terrace near Bascom Hall, 2004.



Figure 41: View east from Lincoln Drive, south of the Lincoln statue, 2004. Memorial Library, just beyond Bascom Mall, partially blocks the view of the capitol.



Figure 42: View east from Lincoln Drive, 2004.



Figure 43: Sidewalk on south side of Bascom Hill, facing east, 2004. South Hall is on the right, and the Law building is just beyond it.



Figure 44: The most recent addition to the Law building juts out into the mall at an odd angle, 2004.



Figure 45: Lincoln Drive in front of Bascom Hall, 2004.



Figure 46: Sidewalk on North side of Bascom Hill, facing west, 2004.

ANALYSIS OF INTEGRITY

Land Use

Since the development of the first buildings on the hill, this site has served as an open space for informal and organized activities. The landscape retains a high level of integrity for land use.

Spatial Organization and Cluster Arrangement

The mall retains a high level of integrity of spatial organization and cluster arrangement. The organization of buildings along the hill with Bascom Hall as the focal point atop the slope has remained consistent since the construction of Bascom Hall. At the time of its construction, only three buildings were present; the addition of other buildings in ensuing years added to the strength of the overall organization of the space. The rectangular lawn edged by shade trees, sidewalks, and buildings, creates an impressive formal space.

Topography and Response to the Natural Environment

The use of the natural hill slope to accentuate the site of the initial college buildings was a bold statement declaring the importance of the college to the city and the state of Wisconsin. This arrangement has been enhanced and reinforced through time as more buildings and landscape features were added. The topography continues to play an important role in the appearance of the space. The landscape retains a high level of integrity.

Vegetation

Two main types of vegetation contribute to the integrity of the Bascom Mall landscape. The lawn and shade trees that line the sidewalks help to reinforce the structure of the mall. The lawn serves as the main landscape element within the mall. The rectilinear lawn extends from the base of the mall to the Lincoln terrace. Early illustrations and plans indicate that a lawn has been present on the mall since its initial development. The shade trees help to reinforce the rectilinear arrangement of the mall and provide a transition between the buildings and lawn.

Views

Views to and from Bascom Mall have played an important role in the significance of the landscape since its establishment. Although the relationship between the state capitol building and Bascom Hall are not as distinct as they were initially, the linear corridor between the buildings is extant. Over the years the growth of trees on the mall and the addition of buildings that impose on the edges of the view have impacted integrity. The integrity of the view between the capitol and Bascom Hall is moderate. Integrity of the view to and from Bascom Mall and Park Street/State Street Mall is high.

Buildings and Landscape Features

Buildings and landscape features have been grouped into three categories based on their relationship to the historic integrity of the landscape.

- Contributing features are extant elements that were present and directly related to the historic character of the property during the period of significance; and they continue to contribute to the overall integrity of the present-day historic landscape.
- Non-contributing features are existing elements that do not relate to the historic significance of the property and may impact the integrity of the historic landscape.

Tables 3 and 4 provide lists of the contributing and non-contributing features within the Bascom Mall Historic Landscape and a brief description of each.

Table 3: Contributing Features

<i>Contributing Feature</i>	<i>Description</i>	<i>Condition</i>
North Hall	John F. Rague, Milwaukee, architect, constructed 1851	Good
South Hall	John F. Rague, Milwaukee, architect, constructed 1855	Good
Bascom Hall	William Tinsley, Indianapolis, architect, constructed 1857-59	Good
Education	J.T.W. Jennings, architect, constructed 1899	Good
Music Hall	Originally the Assembly Hall and Library building, David R. Jones, Madison, architect, constructed 1879	Good
Science Hall	H. C. Koch and Allan D. Conover, architects, constructed 1888	Good
Radio Hall	Originally the Mining Engineering and Heating Station, H. C. Koch, Milwaukee, architect, constructed 1887	Good
Birge Hall	Also known as the Botany, and Biology buildings, Peabody and Hunt, architects, constructed 1910	Good
Shade trees	Mature deciduous trees line the edges of the east-west sidewalks along the mall.	Fair
East-west sidewalks and related features	Concrete sidewalks run the length of the mall. Gutters and trench drains parallel the sidewalks efficiently handling drainage.	Fair
Lawn	Rectangular turf lawn that defines the central mall space.	Fair
Lincoln statue and terrace	Statue by Alexander Weinman, sculptor. Dedicated 1909 and moved to Lincoln terrace in front of Bascom Hall, in 1919.	Good
Lincoln Drive	Constructed 1918/1919, the route runs along the top of the hill in front of Bascom Hall.	Fair

TABLE 4: Non-Contributing Features

<i>Non-Contributing Feature</i>	<i>Description</i>	<i>Condition</i>
Law	Extant additions built in 1939 and 1994. The glass and steel façade of the 1994 addition is not compatible with the historic buildings on the mall.	Good
Steps at base of hill	Concrete steps between sidewalk at Park Street and Bascom Mall sidewalks	Fair
Retaining walls at base of hill	Concrete retaining wall parallel to Park Street along the base of Bascom Hill	Good
North-south sidewalks	Concrete sidewalks that cross the mall lawn to facilitate pedestrian circulation and help to protect the lawn and shade trees	Good
Sidewalks connecting to buildings and other parts of campus	Concrete sidewalks facilitate pedestrian circulation and help to protect historic features	Fair
Pedestrian bridge	Concrete arch spanning Park Street	Good

LANDSCAPE TREATMENT

Approaches to treatment

The Secretary of the Interior is responsible for establishing professional standards and providing advice on the stewardship of cultural resources listed in or eligible for the National Register of Historic Places. The Secretary's standards describe four basic approaches to treatment of historic landscapes.⁸⁹

- **Restoration** is the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period in time. This includes reconstruction of missing features from the restoration period, and removal of features from all other periods. The approach can be considered only when the property's significance during a particular period of time outweighs the loss of extant elements from other historical periods; and when there is substantial physical and documentary evidence for the work; and when contemporary alterations and additions are not planned.⁹⁰ Restoration is not recommended for Bascom Mall because there is no one period of significance that outweighs the loss of extant elements. This landscape has appropriately evolved over time to accommodate the needs of the day.
- **Reconstruction** is the act or process of using new construction to depict a non-surviving site, landscape, building, structure, or object as it appeared at a specific period of time in its historic location. The approach is appropriate only when the property's significance during a particular period of time outweighs the potential loss of extant features that characterize other historical periods. In addition, there must be substantial physical and documentary evidence for the work, and the work must be clearly identified as a contemporary re-creation.⁹¹ Reconstruction is not an appropriate treatment for Bascom Mall because it is not desirable to represent the site as it existed during any one historic period.
- **Preservation** involves applying measures to sustain the *existing* form, integrity, and materials of a historic property. This approach focuses upon stabilizing and protecting extant historic resources, rather than replacing missing elements. It is appropriate when a historic property is essentially intact and does not require extensive repair or replacement; depiction at one particular period of time is not appropriate; and when continuing or new use does not require additions or

⁸⁹ National Park Service, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes*, edited by Charles A. Birnbaum with Christine Capella Peters. (Washington: 1996), 3.

⁹⁰ Ibid. 89-90.

⁹¹ Ibid. 127-129.

alterations.⁹² Although preservation is applicable to Bascom Mall, the need to allow for contemporary needs and to possibly further implement historic design concepts suggests this is not the best approach.

- The act or process of **Rehabilitation** allows repairs, alterations, and additions necessary to enable a compatible use for a property as long as the portions or features which convey the historical, cultural, or architectural values are preserved. This approach is appropriate when depiction at one particular period of time is not appropriate; repair or replacement of deteriorated features is necessary; and alterations or additions are needed for a new use.⁹³ Rehabilitation is the most appropriate management philosophy for the Bascom Mall Historic Landscape. This philosophy has been selected because of the existence of elements related to more than one significant period, and a need for flexibility in treatment in order to improve aspects of the mall.

Management concerns

The identification of a landscape as one that has historic significance does not necessarily lead to the protection of that resource. Listing on the National Register or even designation as a National Historic Landmark provides no protection from impacts or complete destruction. The entity in charge of managing the landscape, in this case the University of Wisconsin, can serve as a guardian for the resource by carefully considering the significant extant resources and implementing a management plan designed to retain integrity related to historic significance. Given that the main mission of the university is education and research, the current and future needs of the university must be considered when directing management and treatment of these resources.

- The circulation between Bascom Mall and State Street Mall is awkward and dangerous at street level. Although the pedestrian bridge works as a connection between Humanities and Bascom Mall, the landscape connection is not ideal.
- The relationship between Bascom Mall, the capitol, and State Street Mall/Library Mall is unclear, resulting in wasted space and awkward pedestrian circulation.
- The management of vegetative materials is conducted in a piecemeal approach that does not respond to the importance of the overall space.
- The view between the capitol and Bascom Hall is partially obscured by vegetation and buildings.
- The materials and character of the Law building is not compatible with the historic character of the mall.
- Birge Hall is not identified as a contributing building in the Bascom Hill historic district.
- The relationship between Bascom Mall and Linden Mall is awkward.
- Lincoln Drive is a service road; however, this use is not appropriate for the site.

⁹² Ibid. 17-18.

⁹³ Ibid. 47-48.

-
- Bascom Hall is missing its dome.
 - Archaeological Resources:
 - The hilltop on which Bascom Hall and North Hall is located was once the location at least four Indian burial mounds.
 - Two European-American burials are present to the east of Bascom Hall.

Treatment Recommendations:

General Recommendations:

- All planning and design projects that are related to this landscape should be developed through careful consideration of: the Cultural Landscape Resource Plan; the Campus Master Plan; and the Lakeshore Nature Preserve Master Plan.
- Rehabilitation is the recommended treatment philosophy for the landscape.
- Manage the landscape based on the treatment recommendations provided in Tables 5-6 and according to the management zones illustrated in figure 47.
- Consider developing an interpretive plan for the historic landscape.
- Develop and implement landscape design guidelines to ensure that important landscape features are preserved.
- Follow architectural design guidelines provided in the Campus Master Plan to ensure that the design style, materials, colors, textures and workmanship applied to new development (of landscapes and structures) within the district compliments the historic resources.
- Archaeological recommendations: The archaeology chapter of the CLR provides detailed information regarding archaeological sites on campus. Please refer to that chapter for more details regarding archaeological resources located within the Bascom Mall historic landscape.
 - Based on the potential presence of intact burial sites, it is recommended that future modifications to the landscape around Bascom and North Halls that involve the soil disturbance be monitored by a professional archaeologist.
- Preserve the contributing buildings and landscape features (see Tables 5-6) and figure 47.
- Consider preparing an amendment to the National Register Nomination that identifies the contributing and non-contributing landscape features and structures within the mall.
- If changes are ever anticipated for Memorial Library, consider eliminating the portion of the building that imposes on the view between Bascom Mall and the capitol.
- Establish one typical light fixture that will be used when replacements are necessary. Use a fixture that reflects the historic character and pedestrian scale of the mall.
- Consider reconstructing the dome on Bascom Hall. This building has been the focal point of campus since its construction, and is an important icon related to the history of the university. The continued existence of a dome on the capitol building provides a reference to the relationship between ‘town and gown’ that



can be strengthened with the reconstruction of the Bascom Hall dome. In addition, it can provide a visual link to the central and west campus areas, thereby re-establishing an icon that can be seen from most portions of campus.

Zone A:

Preserve the lawn, deciduous shade trees, and sidewalks.

- Consider removing the posts and chains located along the edges of the mall lawn. If it is necessary to limit traffic through the mall lawn consider developing a permanent solution that reflects the historic style and character of the mall.

Zone B:

Retain landscape zones between individual buildings and the mall; unify paving materials and style that is consistent with the rest of the mall; use plant masses to enhance the character of the space.

- Ensure that the rehabilitation of the Education building is sensitive to the character of the historic landscape.
 - Use materials, proportions, and a design style consistent with the historic structure.
 - Attempt to preserve the east, south, and west sides of the building so that its appearance from the mall does not change.
 - Consider developing a more aesthetically consistent north side of the building that responds to its highly visual relationship to Observatory Drive and takes full advantage of views of Lake Mendota.
 - Consider rehabilitating the plantings at the building façade in a way that responds to the relationship between the building and the mall.
 -

(Note: A \$33 million restoration and three-story east wing addition to the Education building commenced in February 2009. The new east wing, envisioned in the original building design, will provide a second major entry to the building, taking advantage of views toward Lake Mendota. It is anticipated that the project will earn LEED gold level rating when completed in mid-2010.)⁹⁴

Zone C:

Develop a design that responds to the historic character; emphasize the beauty of the site through creating a connection between spaces and elements.

- Develop a site design for the area between Bascom Mall and Linden Mall that improves the quality of the space and provides an appropriate link between these two important campus landscapes.
- Improve the relationship between Birge Hall and Bascom Mall.
 - Consider eliminating parking along the façade of Birge Hall.

⁹⁴ See project website for construction summary:

<https://fpm-www3.fpm.wisc.edu/cpd/CurrentProjects/EducationBuilding/tabid/185/Default.aspx> (accessed May 2010).



- Ensure that the rehabilitation of the Education building is sensitive to the character of the historic landscape.
 - Use materials, proportions, and a design style consistent with the historic structure.
 - Consider developing a more aesthetically consistent north side of the building that responds to its highly visual relationship to Observatory Drive and takes full advantage of views of Lake Mendota.

Zone D:

If changes to the Law building become necessary in the future, consider revisions to the building façade that would respond more sensitively to the historical landscape. Consider creating an entrance to the building that responds to the historic architecture on site and reduces the way that the current building imposes on the landscape.

Zone E:

Consider implementing a plan that provides for a formal transition between Bascom Mall and State Street Mall.

- Provide a pedestrian transition between the two sidewalks on the hill and the State Street Mall.
- Redesign the western portion of State Street Mall to respond to Bascom Mall.
- Replace the existing pedestrian bridge with one that corresponds to the new design, and uses materials and a style that compliment the historic character of Bascom Mall while also relating to the State Street Mall.
- Consider establishing use of the portion of State Street Mall between the Wisconsin Historical Society building and the Humanities building for vendors.
- Work with the City of Madison to address long term management of State Street Mall. Consider pursuing ownership of State Street Mall. Alternately, consider developing a cooperative management agreement or long term lease to ensure that the implementation of the overall design is possible.

Zone F:

Retain existing parking and service access.

Table 5: Recommended Treatment for Contributing Features

<i>Contributing Feature</i>	<i>Recommended Treatment</i>
North Hall	Preserve
South Hall	Preserve
Bascom Hall	Preserve
Education	Rehabilitate
Music Hall	Preserve

Science Hall	Preserve
Radio Hall	Preserve
Birge Hall	Preserve
Shade trees	Preserve
East-west sidewalks and related features	Consider rehabilitating when repairs are necessary. Preserve the concrete gutters and trench drains.
Lawn	Preserve
Lincoln statue and terrace	Preserve
Lincoln Drive	Rehabilitate

TABLE 6: Recommended Treatment for Non-Contributing Features

<i>Non-Contributing Feature</i>	<i>Recommended Treatment</i>
Law	Maintain. If changes are necessary in the future, consider altering the façade to be more compatible with the historic character of the mall.
Steps at base of hill, retaining walls at base of hill, and pedestrian bridge over Park Street	Consider replacement with a newly designed landscape to provide a more fluid transition between the base of Bascom Hill and State Street Mall.
North-south sidewalks	Maintain
Sidewalks connecting to buildings and other parts of campus	Maintain

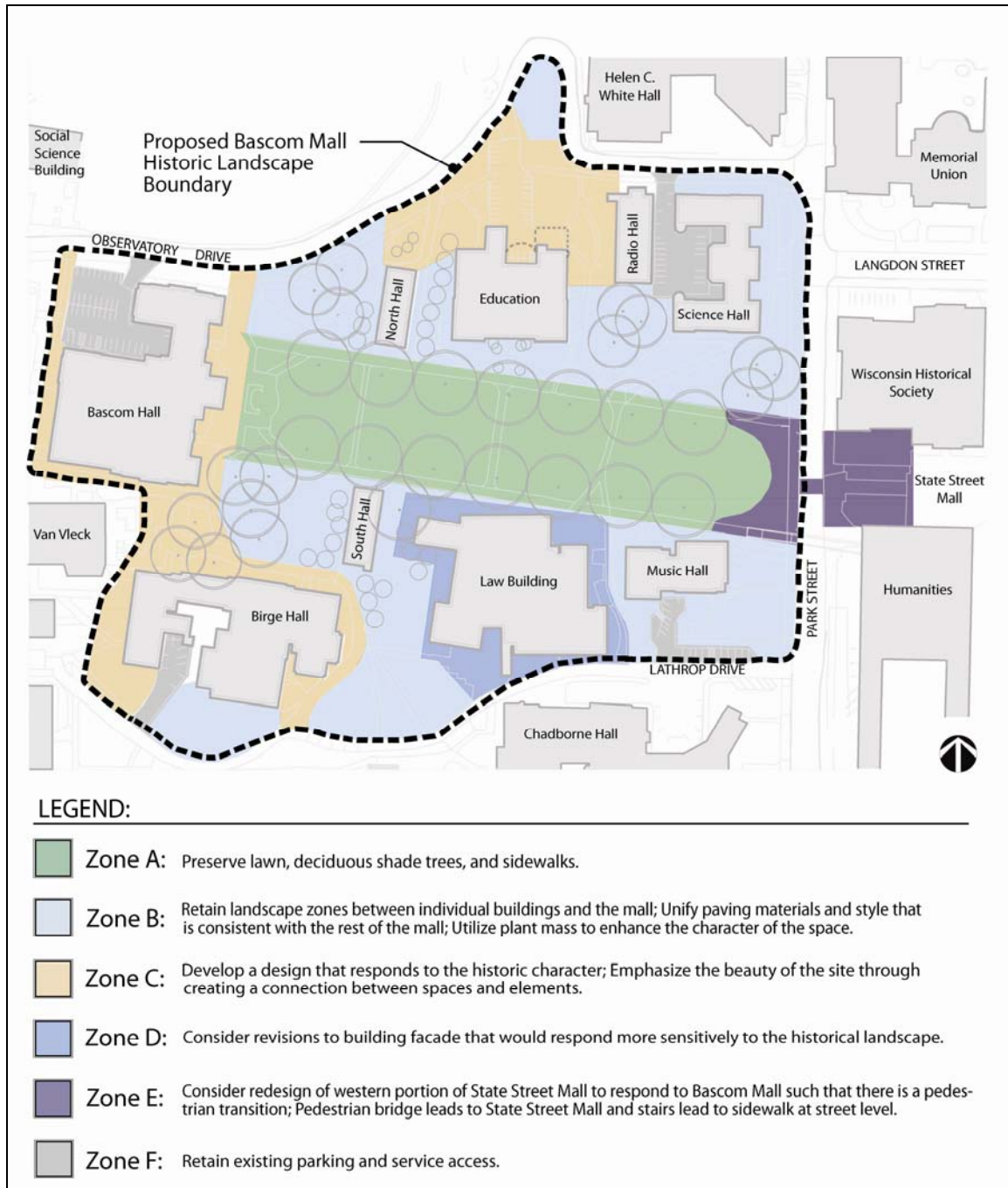


Figure 47: Recommended treatment zones for Bascom Mall Historic Landscape, 2004.

FURTHER RESEARCH

1. The question of the location and extent of the German settlement in the 1830s and 1840s should be further researched. Was the “German cemetery” in the same location as the bodies of Samuel Warren and William Nelson? When did the settlement leave, and on what terms?
2. The influence of other universities on the design of the University of Wisconsin should be further explored. In particular, sources at the University of Michigan-Ann Arbor, upon which several university buildings were consciously modeled, may reveal further connections between the two.

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