



Past and Present  
A History of the Dudgeon-Monroe  
Neighborhood and Association





# Past and Present

## A History of the Dudgeon-Monroe Neighborhood and Association

*June 1998*

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## Acknowledgments

Publication of this booklet mirrors the history it retells, reflecting the efforts of many volunteers. For the past quarter century, D-MNA's own records and the reminiscences of longtime residents have been collected and preserved by members of the History Committee. Its leaders have included Jill Lawrence, Helen Napper, Tim Heggland, Mary Jo Croake, Pat Butler, and Joe Silverberg as well as Ann Clark and Liz Diez, who reviewed this manuscript, and Dave Mickelson and Doug Evans, who also reviewed and furnished material for it.

Besides the lenders of photographs and authors of memoirs noted where their contributions appear in the text, Sister Jean Richter of the Edgewood Archives and Kelly Schieldt of the Wisconsin Department of Transportation located and provided crucial resources. In addition, Beth Hanan, Priscilla Arsove, Shirley Lake, Rebecca Young, and Judy Sikora reviewed and edited various forms of the manuscript. Paula Benkart, 1997 History Committee Chairperson, was the primary researcher and drafter of the manuscript.

Maggie Jungwirth did the graphic design and layout, as well as preparing the text with its numerous revisions. The photos were prepared by her and Jim Beal.

While producing this booklet, the following committee had the privilege of learning much more than could be recounted in this small publication from the lives and accomplishments of all the people who have made up the Dudgeon-Monroe neighborhood throughout the years.

Paula Benkart  
Kay Hendon  
Maggie Jungwirth  
Judy Sikora  
Char Thompson

This book is dedicated to everyone who has contributed to the quality of the  
Dudgeon-Monroe neighborhood.

Cover photo by Jan Krieger  
Neighborhood sign designed by Shawn Schey



## ■ History of the Neighborhood

### First Residents

Approximately one thousand years ago the earliest residents of today's Dudgeon-Monroe neighborhood appear to have been attracted by and to have cherished the locality's natural features: Lake Wingra and the many springs surrounding it. Having found the area suitable for growing corn, recently introduced from Mexico, those Late Woodland people, in turn, left their own lasting impression on the terrain in the form of 10-foot high conical, linear, and effigy mounds. Mound groupings within current neighborhood boundaries were located on the site of the Dudgeon School as well as slightly to the north of and parallel to Monroe Street between Woodrow and Harrison and on the Edgewood campus. Eleven of the Edgewood mounds still survive, including an over 200-foot wide (but no longer 10-foot high) bird effigy.

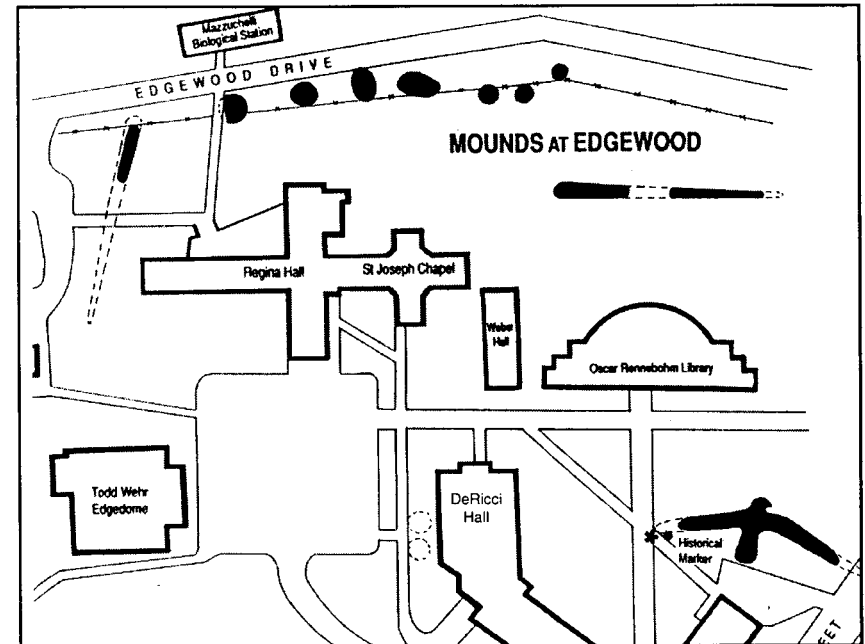
The Ho-Chunk (Winnebago) successors of the mound builders likewise left a significant mark on the landscape. In order to facilitate hunting they turned much of it into an oak savanna, using prairie fires to clear brush and trees that were more susceptible to burn damage than the oaks. The Native Americans also cultivated corn and used the future neighborhood as a transportation corridor for their principal trail through what they called the Four Lakes region. The trail wound around Lake Wingra and crossed the hilly land to the north of Wingra toward Lake Mendota, where there was a campsite on the present

Dudgeon property. Until the 1930's, small groups of Ho-Chunk regularly returned to other campsites nearer to Lake Wingra for seasonal hunting and trapping.

### European Settlers

When European settlement began in the second quarter of the nineteenth century, the settlers continued to use the area for transportation and temporary lodging. Designated as Wisconsin's first public road by the territorial legislature in 1838, Monroe Street's forerunner, the Monroe Road, was named for its Wisconsin destination

although it actually followed Native American trails as far south as Freeport, Illinois. Opening in the 1850's, the Plough Inn, near one of the Wingra springs at the present intersection of Monroe and Copeland, served thirsty travelers and their horses. The inn was named for the plows it sold to the increasing numbers of settlers who found the oak savanna as suited to farming as the Native Americans had. The Monroe Road thus was becoming a shopping district for nearby residents and for those living further south and west, with feed and hardware stores eventually joining the plow concession. After 1855 a 55-acre tract between Lake



Edgewood College Archives

Surviving Conical, Linear and Effigy Mounds on the Edgewood Campus, 1998.

## Transformations:

### From Stone Quarry to Visionary Park and National Register Inn

The quarry that was on the present site of Glenwood Children's Park may have been the source of building material for the historic Plough Inn (now part of Arbor House) and the original Edgewood villa as well as the park itself. When stonemason Frederick Paunack enlarged the inn during the 1850's, he probably built the 18-inch sandstone walls that underlie its stucco exterior out of Glenwood stone. The mansion George and Samuel Chase constructed in 1855 for John Ashmead's Edgewood estate also was made of sandstone, most likely from the same

nearby quarry.

Madison's light buff sandstone was highly prized, as neighborhood historian Doug Evans learned from the Journal of Historic Madison, Inc., and other sources. In the 1850's it was split and pried out by hand, using picks, steel wedges, and sledge hammers. Even hand driven drills were used to make the holes for blasting powder, which was much more dangerous than the dynamite developed some twenty years later.

At some point the local quarry was abandoned. Beatrice Hendrickson, who



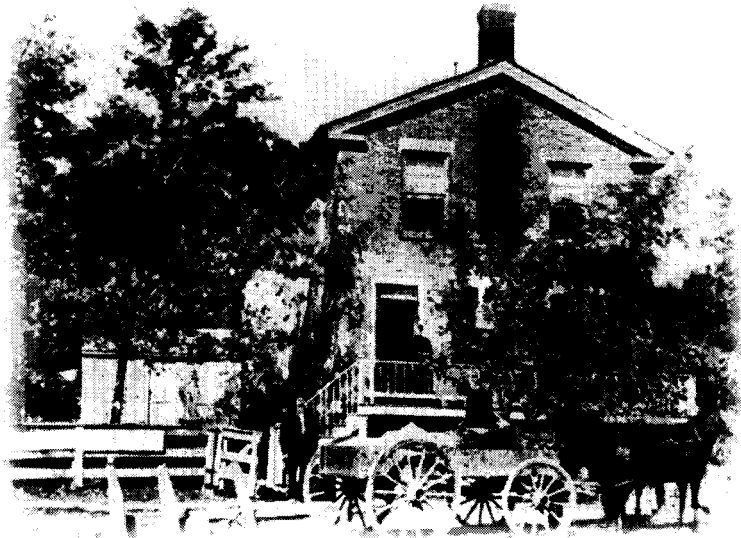
William Tishler

Dedication Ceremony, Glenwood Children's Park, October 7, 1949 "That children may enjoy nature at its best," civic leaders Michael Olbrich, William Longenecker, Col. Joseph W. Jackson, and the family of Mr. and Mrs. Louis Gardner, Sr., promoted converting the abandoned quarry into a park. In the summer of 1949 landscaping was carried out by teenagers from the Madison Youth Council and other volunteers supervised by famous landscape architect Jens Jensen.

grew up on Lewis Court, later recalled playing in the "sand pit" in the late 1910's and early 1920's. Several civic leaders recognized its potential as a park and finally arranged for Jens Jensen, "the dean of naturalistic landscaping," to visit the site in 1942. Soon the Gardner family anonymously purchased the land for the city. The city annexed the area, and Jensen himself directed the planting by a volunteer work party. His plan envisioned using the formations left by the quarry to create a series of circles. There children and parents could gather for activities and conversation amid native wild flowers,

shrubs and trees. The park was dedicated in 1949 and named a city historic landmark in 1975.

The Plough Inn has had many lives since its beginning as a tavern and stagecoach stop along the Monroe Road. Also designated a city landmark in 1975, it has served as a private residence and writer's studio, an antique and art shop, and a bed and breakfast. Today it is part of the Arbor House, an inn that espouses "green" environmental practices in its architecture, interior design, landscaping and daily operations.



Cathy and John Imes

Plough Inn One of Madison's oldest surviving buildings, this tavern on the Monroe Road was built of brick by William Evans in the 1850's, the same decade Frederick Paunack constructed its sandstone addition. A later owner, British-born John Ware, named it for the plows he sold in the side yard, but local critics called it the "Plow in-stagger out" because of its boisterous clientele.





Gertrude Wilson

Lake Wingra Ice Harvest. Twelve railroad cars could be filled simultaneously from this runway built of oak timbers. It also contained a machine that shaved the 400-pound blocks of ice to a uniform thickness of 18 inches and a conveyor that carried them up into the ice house. There double wooden walls with sawdust in between preserved the ice until July or August. Longtime Vilas resident Wallace Winn, who worked at the ice house in 1929, recalled that laborers were hired on a day-to-day basis and known only by numbers, not names. For Marjorie Chase Johnson and other children growing up on Woodrow Street in the 1910's and 20's, the hulking, windowless ice house was a terrifying structure looming over a still somewhat rural landscape.

Wingra and the Monroe Road was used as a country estate by a succession of wealthy owners until the last, Governor Cadwallader Washburn, gave it to the Dominican Sisters, who opened their first Edgewood school in 1881.

## Impacts of Transportation

By the 1880's, if not long before, it became apparent that the potential traffic volume of the Monroe Road corridor made it a candidate for a railroad, the most efficient transportation mode of the time.

Finally, in 1887, construction began on a line just to the north of and paralleling the Monroe Road, and two years later the railway was completed all the way to Freeport as part of the Illinois Central system. Once the railroad's route and right-of-way were determined, real estate entrepreneurs reset their sights toward residential development at the eastern end of the future neighborhood.

By means of a spur running between today's Commonwealth and West Lawn Avenues where they consequently curve toward Monroe Street, rail service was extended to

Lake Wingra, in 1894. Here the Knickerbocker Ice Company of Chicago opened a three story ice house,

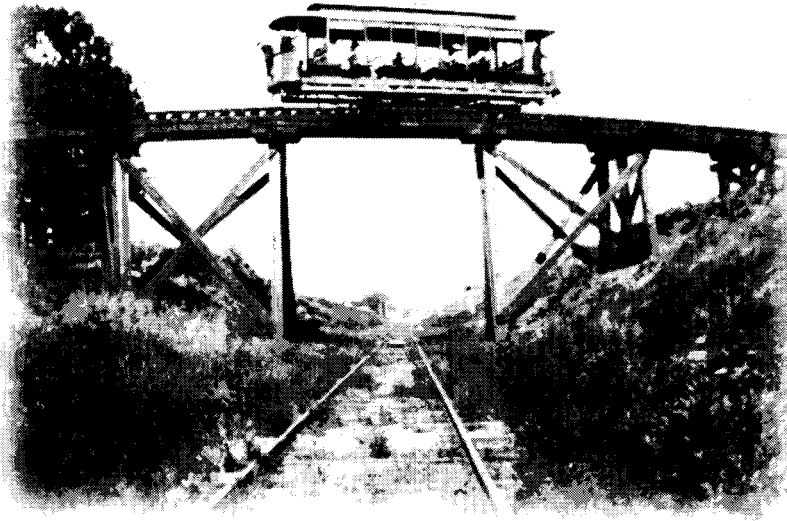
along with a 40-foot high conveyor, stables, and weigh station by the lake where Wingra Park is now. Having shipped 1000 rail cars of ice southward in its peak year before World War I, in 1937 the then obsolete ice house complex was turned over to the city by the Madison-based Conklin Company for use as a park.

Near the ice house was a bottling works that packaged and sold the famous Wingra spring water before evolving into a soda pop factory in the first decades of the twentieth century. Much earlier, beginning around the middle of the nineteenth century, a sandstone quarry had operated on the present site of Glenwood Children's Park. A few farms and single-family homes also dotted the area, primarily between Monroe Street and the tracks, because the ground was deemed too marshy for residences nearer the lake.

In 1897 electric streetcar service was extended from University Avenue along Breese Terrace and then west at the renamed Monroe Street as far as Harrison Street. After turning north on

Doug Evans has discovered that the abstract for his property in the 2200 block of Fox Avenue includes a requirement for a cow crossing. The railroad obtained a right-of-way through the original 40-acre tract in 1887, before the land was subdivided. As a result, it is believed the owner, Charles Nelson, was required to maintain a cattle guard and crossing for a Mrs. Terry's cows. The current pedestrian underpass from the 2400 block of Fox to the Hillington Green area is the crossing's modern descendant.

**REDUCE  
SPEED  
FOR  
CATTLE  
HERE**



David G. Gay

Streetcar Crossing Illinois Central Tracks at Harrison Street *Trolleys served the neighborhood from 1897 to 1935. Cars such as this one, with open sides for summer travel, could seat 50 passengers and could be linked with a second car at peak periods. In her *Scrapbook*, Hallie Lou Blum describes riding across this trestle on the handle bars of her brother's bicycle to attend Westminster Presbyterian Sunday School.*

Harrison, at Keyes the streetcar crossed the railroad tracks via a trestle and proceeded out Regent Street to Forest Hill Cemetery. As a result, the eastern part of Dudgeon-Monroe as well as its adjacent Regent and Vilas neighborhoods, emerged as Madison's "streetcar suburbs," sharing a number of characteristics described by urban historian Sam Bass Warner in his book of that name. Although many houses here are relatively large, in particular along the flagship West Lawn Avenue, they often lack garages or have small single-car versions that were added later. Before 1920, there was limited

use for an auto during Madison's long, severe winters when only the trolley routes were plowed. Instead, the scale and configuration of the streets and sidewalks accommodated walking—to the trolley stops, to churches that were incorporated into the development almost from the outset and to the linear shopping district that thrived all along Monroe Street, but especially in the block between Grant-Spooner and Harrison, where the streetcar turned. Anchoring this commercial strip after 1915 was the Randall Bank, which had strong ties to the neighborhood real estate developers.

## Home Ownership

In 1903, the West Lawn Company, whose officers had helped finance the new trolley service, began marketing its "large, roomy" 50-by-120-foot lots to business, professional and "university men," noting that travel time to the University of Wisconsin was only ten minutes. Anticipated demand was great enough to encourage purchasing two lots and using the profit netted from the sale of one to build a house—or a bigger house—on the other, a practice that resulted in a mixture of house sizes and styles right next door to one another. The notable architectural styles, however, were the then-popular prairie for the larger homes and American craftsman for the smaller homes, bungalows in particular.

After World War I development of the western portion of the neighborhood began under much greater influence from the automobile. Elimination of the wetlands near Lake Wingra, in part as a consequence of dams built elsewhere in the watershed, enabled Gay Brothers to construct apartment buildings along the south side of Monroe Street west of the ice house, and the same family's Wingra Land Company built single-family homes on the streets of the Wingra Plat between Monroe Street and the railroad.

In 1928, a rail siding was put in for a fuel and lumber company at the intersection of Copeland and Gregory, giving local builders the kind of immediate access to supplies that had prevailed in the eastern half of the neighborhood, where three lumber and

coal companies flourished at the convergence of the railroad with Monroe and Regent Streets. By the 1940's, it was even possible to order a precut house through one of the nearby lumber firms, and several such homes erected in the western area of the neighborhood still have the guide numbers or instructions for assembly visible on their rafters. Home ownership thus was becoming a financially realistic goal for ever-widening segments of the middle class.

Although the layout of the new development followed the pattern established further east, garages now were standard, sometimes even the first-built, features of homes. Leonard R. Gay's own house on Baltzell was equipped with a garage large enough to store the motor bus that he planned to use to transport commuters.

When mass transit reached the district in 1925, it took the form of bus service along Commonwealth Avenue turning west onto Monroe Street. The bus route nurtured the same type of grocery- and pharmacy-based Monroe Street shopping area that thrived along the trolley line further east, with the addition of a number of gas stations and repair garages to serve the new motoring public. The western part of the neighborhood represents an historical as well as a geographical transition between the streetcar suburbs to the east and the former West Lawn Company's own more ambitious post-World War I venture west of Monroe Street. That development, the purely residential Nakoma, which features



# Sale of Lots in West Lawn

## Formally Begun Today!

This new suburb of WEST LAWN, lying between University Heights and Wingra Park, and bounded on two sides by the street car tracks, is now formally on the market. This new Madison Subdivision is platted out of 72 acres of beautiful, undulating land, from 30 to 50 feet higher than Lake and Park Streets. It lies far back from the factories and the distracting noises of a growing city. It is in a most desirable residence section, in a high, slightly section of the city already filled with beautiful, expensive homes. WEST LAWN is especially recommended to professional, business and university men,---to lawyers, doctors, bankers, merchants and professors. These lots are offered at attractive prices, low enough to make them sell rapidly. Without solicitation, already over twenty have been bought. The price ranges from \$300 to \$550,---the lowest, considering the time, the quality of the land, and the improvements---ever offered in the city of Madison.

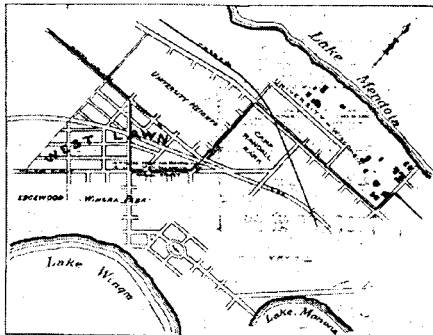


Chart Showing Location of West Lawn.

**TERMS OF SALE WILL BE EASY, ONLY \$8 A MONTH AFTER THE FIRST PAYMENT**

The Lots Will Be Sold Upon the Following Terms: \$100.00 down and the balance \$100.00 a year with 6 per cent. interest buys these lots. This is a little over \$8 a month after the first payment. The lots are 50 by 120 feet; a large, roomy site, which should be a great inducement to lot seekers who are dissatisfied with smaller city lots that sell for many times as much.

All these qualities will rapidly push WEST LAWN into favor as the most popular of Madison suburbs, and will dot it over before the end of another year with beautiful homes.

Lots will be for sale by the following real estate agencies, any of which on a telephone call will accompany you to the grounds or meet you there:

- |                    |                             |                          |
|--------------------|-----------------------------|--------------------------|
| M. S. ROWLEY,      | L. E. STEVENS,              | WELTON & FETHERS,        |
| C. F. CRONK,       | A. R. AMES,                 | F. E. LEGLER,            |
| J. M. CLIFFORD,    | MURPHY & McKENNA,           |                          |
| WEST LAWN COMPANY, | A. W. HOLLISTER, President, | A. T. ROGERS, Secretary, |
|                    |                             | E. P. RILEY, Treasurer,  |

Adrian Stransky

Advertisement, Wisconsin State Journal, July 31, 1903. In the fine print of the sidebars the West Lawn Company says that its suburb, which extended north to Regent Street, would be annexed as the 10th ward of Madison at the very next common council meeting. It promises to construct a park beside the railroad tracks and tree-lined boulevards along West Lawn Avenue. One full block of the plat was reserved for the new ward's public school.

large lots, setback regulations, and curvilinear streets, was itself a transition to the automobile-centered "bedroom" suburbs of the post-World War II era.

## Neighborhood Institutions

Religious institutions were important throughout the neighborhood's formative years. In 1914 Westminster Presbyterian congregation, which had been holding Sunday School in rooms over the former feed store on Monroe Street since 1911, constructed a church at the entryway to the West Lawn development. Westminster remained there at the intersection of West Lawn with Spooner Street until moving to Nakoma in 1952. Subsequently, the building has been used as a social service agency and a private preschool.

At almost the same time Westminster was established, Saint Andrew's Episcopal parish, organized in 1913, built a church on a nearby street now known as Roberts Court. The structure opened in 1915 and has been continuously used and reused for religious purposes. When Saint Andrew's moved a short distance away to the Regent Neighborhood in 1928, the building was purchased by a new Jewish congregation. By 1941-42 efforts were undertaken to turn it into a Jewish Community Center, but instead, the temple was leased for a year to Beth El congregation and in 1945 was sold to Beth El. It soon was resold to Madison Bible Fellowship Church, and

## Alderman Thomas D. Williams

In 1912 Leonard Gay invited Thomas D. Williams to join his Wingra Land Company in developing the Wingra Plat on the north side of Monroe Street. Williams first moved his family into the old (circa 1875) Marston farm house on Monroe but soon built his own home at 2530 Gregory Street, where he lived into the 1960's. To make way for Dudgeon School, the Marston house was moved several blocks east to the corner of Monroe and Baltzell in 1927.

A successful real estate agent, Williams represented the 10th ward on Madison's city council for six years beginning in the mid-1920's and was elected council president in 1927. During his terms, he overcame strong opposition from the 8th ward alderman to have the city purchase the Zwerg farm, which became the Glenway Golf Course in 1926. He also won approval for the bridge over the railroad tracks that links Edgewood Avenue and Allen Street. He left the council in the early 1930's to attend to his career and leadership responsibilities among Madison's realtors.

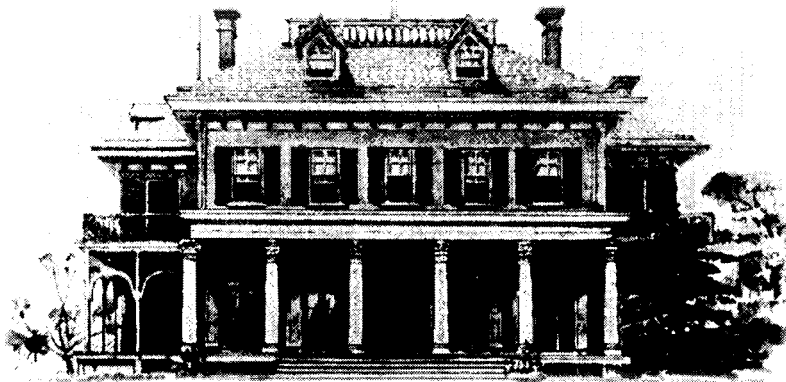
-from the script of Dr. David Williams's lecture on neighborhood history lent to D-MNA by his son, Fred Williams

## Transformations: From 19th-Century Villa to Academy-Convent to Modern Educational Campus

In 1855 when John Ashmead came out to inspect the 55 acres of lakeshore land he was about to purchase beside the Monroe Road, he brought along two architect-builders from his native Philadelphia, George Chase and his son Samuel Chase. Later that year, not far from today's intersection of Jefferson Street and Edgewood Avenue, the Chases began work on an L-shaped villa with white-columned verandas, yellow sandstone walls, long French windows, and different colored marble fireplaces in every room. The project was finished under the ownership of Samuel Marshall,

founder of the M&I Bank, who bought Ashmead's Villa Edgewood in 1857 and added a combination servants' quarters and carriage house (now Marshall Hall) in 1864.

Around 1873 Governor Cadwallader Washburn bought the property to use as a summer home and gentleman's farm, where he raised exotic trees, Cotswold sheep, and trout. After he gave it to the order now known as the Dominican Sisters of Sinsinawa in 1881, they started the Edgewood Academy of the Sacred Heart in the mansion. In 1893 the whole structure, plus an addition, burned killing



Edgewood College Archives

*Villa Edgewood (1857-1893) Situated atop a hill that now is close to Edgewood Avenue, this mansion was reached by a tree-lined drive off the old Monroe Road. After the villa was destroyed by fire, its damaged sandstones were crushed to pave the drive, and the salvageable ones were sold to help fund the new building.*



Edgewood College Archives

*Sacred Heart Academy (1894-1969) This structure replaced the Edgewood villa. During its 75-year history it housed classes at all levels including the earliest art lessons attended by young Georgia O'Keeffe. In addition, Blessed Sacrament and Queen of Peace parishioners met here for worship before their churches were built.*

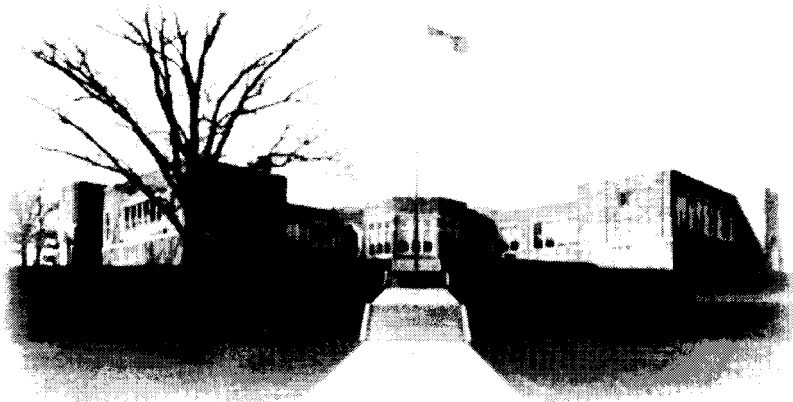
three students. A new four-story Sacred Heart Academy, built of brick, opened in its place in 1894 and was expanded in 1908. Until the 1930's much of the rest of the property remained a farm, and its vegetable garden, cows and chickens supplied food for the students and faculty.

By the mid-1920's Madison's Catholic population was ready to support a high school, and the Dominican leadership was interested in starting a junior college. As a result, the present building on Monroe Street was constructed in 1927 as both a coeducational high school and a residential junior college for women.

During the 1940's the junior college evolved into a four-year college and

converted Samuel Marshall's carriage house into a dormitory. In 1953 the college moved its instructional program into the Sacred Heart Academy after the new Campus School opened for the kindergarten and elementary classes. As a college campus took shape, building-by-building, through the 1950's and 60's, the Academy was used for a convent, but was condemned as a fire hazard in 1969. The nearly one hundred sisters and trainees living there were dispersed on relatively short notice to other institutions and a number of houses rented or purchased in adjoining neighborhoods. The site of the original villa then became a parking lot for the thriving educational complex.





Report of the Superintendent of Schools  
Dudgeon Elementary School as Originally Constructed. Architect Edward Tough chose a Gothic design featuring pointed arches, heraldic decoration, tower-like entrances, and leaded windows. The school's outdoor playfield was the pride of published school board reports, as the 20's were the heyday of the playground movement.

in 1982 the Religious Society of Friends, present in the neighborhood since 1954, purchased the Roberts Court building from Shalom Christian Center.

Meanwhile, as Beth El's Rabbi Dr. Manfred Swarsensky recalled in 1955, "Following the population trend in the development of Madison's residential neighborhoods, the congregation in 1948 purchased a site at 2702-06 Arbor Drive." Expanding at about the same time, also in the western portion of the neighborhood, was Glenwood Moravian Church, which had been built in 1929 on Gilmore Street across from Dudgeon School. Like Saint Andrew's Episcopal, Blessed Sacrament Roman Catholic parish, founded in 1922, is located just outside the Dudgeon-Monroe neighborhood.

## Growth

The western part of the neighborhood takes its name from the Dudgeon Elementary School, opened in 1927 to accommodate the burgeoning local population. Just a few years later, the Great Depression brought growth to a halt, and some families still living in what originally were meant to be their garages ultimately just converted them to small homes. Amidst the wave of public works projects undertaken to combat the widespread unemployment, Monroe Street was widened and the trolley tracks were removed; the Wingra Park shoreline was dredged and marsh filled to construct a playground; a second story was added to Dudgeon School in 1938; and in 1939 a fire station was built on Monroe Street across from Wingra Park.

Although the years right after the Second World War again witnessed a spurt of growth, highlighted by the construction of Temple Beth El and the expansion of Glenwood Moravian Church, there really was little room left for further development. However, a June 1944 fire had destroyed the lumber company at Copeland and Gregory Streets, opening some lots in the Town of Madison west of Western Avenue for postwar residential construction. Then in 1947, the city annexed the town's entire Briar Hill district between Western and Odana Road in order to create Glenwood Children's Park, which famed landscape architect Jens Jensen had designed for the site of the defunct quarry. That part of the neighborhood, with its distinctive lack of sidewalks and its eclectic house styles, now surrounds the park. At the same time, the University of Wisconsin Arboretum had begun taking a more active interest in Lake Wingra and its environs through such projects as the dredging of Ho-Ne-um Pond in 1940 and eventually restoration of the oak savanna along Monroe Street west of Arbor Drive in the 1990's. By then, the farms, industries and lumberyards were gone, and the railroad was headed for decline.

## Rail Corridor

The rail line had long carried passengers as well as freight. As part of the Illinois Central System, it provided Madisonians excellent connections to Chicago and other out-of-state cities. In

## Early Days in Briar Hill

My father bought the house at 806 Lewis Court in 1914. The street was named after him. He accumulated lots on each side so that he could raise a vegetable garden and fruit trees of all kinds—apples, pears, plums, and cherries. He also grew gooseberries, raspberries, strawberries, currants, and nut trees. He even had bees at one time. Flowers were planted near the house. Roses and delphiniums were some of his favorites, also sweet williams, peonies and gladiolus.

Briar Hill was outside the city limits. Our nearest transportation to downtown was the streetcar on the corner of Harrison and Monroe Street until we finally got a bus driven by Mr. Peck who lived next to the Nakoma Trading Post (recently State Farm Insurance).

The neighborhood has changed a lot since then. The woods where we picked wild flowers and played in the sand pit is now a park (Glenwood Park). The duck pond had a path leading down to it with spring water coming out of the rocks.

Those were the days before television. We had picnics, hard time parties and singing around the piano.  
*- from a letter by Beatrice Hendrickson to the D-MNA History Committee in 1985*

addition it was an important milk hauler, so it provided rural southern Wisconsinites with convenient boarding points for shopping trips to Madison free from the hazards of winter or spring thaw driving. The main passenger station was on West Washington Avenue, but from 1918 to 1932 a stop and shelter on the fringe of Dudgeon-Monroe, at the intersection of Monroe and Regent Streets near Camp Randall Stadium, gave passengers access to the stores on Monroe Street, the lumberyards, or the trolley to downtown.

World War II restrictions almost entirely eliminated the passenger service. Passenger rail recovered briefly only in the form of excursions to football games at the stadium. Meanwhile, the postwar switch to cleaner fuels than coal and pressure from the expanding university on the lumberyards to move further out toward the growing suburbs had curtailed the freight traffic. By the 1990's there was just one customer on the entire route, a lumber company located near the city's southwestern limits, and the Illinois Central was out of the picture, having sold the line in 1980 to a coalition of public bodies formed to prevent its abandonment. In time, the former passenger stop area was refurbished by a landscaping company as a pocket park primarily used by patrons of Camp Randall, and the track area was informally reclaimed by neighbors as a park, just as the passenger stop and, before that, the ice house grounds and quarry officially had been.



Jim Beal

**Former Illinois Central Railroad Tracks** *The century-old rail corridor awaits conversion to bicycle and pedestrian use under the state's Rails to Trails program.*

## Wheels of Change

Throughout the postwar decades of massive suburbanization, there were subtle but important adaptations by the local businesses to the decline in mass transportation and the overwhelming increase in commuter and internal motor vehicle traffic within the neighborhood. A real estate investor cleared an entire block of large houses from the north side of Monroe Street between Spooner and Harrison, and in 1947 the Kroger Company moved from a small shop across the street into one of Madison's earliest versions of a supermarket.

Significantly, however, Kroger vacated the new market ten years later when neighborhood activists fought tearing down homes on Harrison and West Lawn to expand the parking lot. The store then was taken over by Vilas

resident Wally Fauerbach, and later by Ken Kopp, to be run as an independent grocery. Even with the larger parking lot, by that time the grocery was so much smaller than the typical supermarket, Kopp's ads sometimes called it "the little store" on Monroe Street.

A similar story accounts for the attempts of the Randall Bank to expand and open a drive-up window in the alley behind the south side of Monroe Street. The outcome in that case was the demolition of several small shops across Monroe Street and relocation of one house within the neighborhood, followed by construction of a new bank building with drive-up windows and its own modest parking lot.

## Neighborhood Stability

Despite, or because of, its modifications the Dudgeon-Monroe neighborhood has held together as a pedestrian friendly middle- and upper-middle class neighborhood with three viable commercial districts and rising property values. Although there are many reasons for that stability, among the most important have been the unique problems of commuting by automobile to Madison's Isthmus or to the University of Wisconsin campus and the convenience of the neighborhood for taking public transportation to the former and walking or biking to the latter. In addition, the presence of the Blessed Sacrament and Edgewood Catholic Schools near the larger homes in the eastern part of the neighborhood undoubtedly helped preserve them as single-family residences.

Nevertheless, focusing on such physical characteristics should not obscure the fact that Dudgeon-Monroe residents, especially the women who became politically active in the 1970's, soon developed exceptional skill in community organizing and well-honed expertise in holding government accountable for maintaining the quality of life its citizens value. In any case, the thousand years of neighborhood habitation have witnessed a constant appreciation for Lake Wingra and its nearby greenspace, even as use of the Monroe Street transportation corridor has brought with it commerce and residential development.

## A Great Place For Kids

### Kids' Activities ca. 1912-1920

- hooking bobsleds on Monroe Street
- skiing down Sprague Street from the cemetery
- having a paper route (\$1/week)
- leading horses onto the ice at the Ice House during Christmas vacation (25 cents a day)
- walking from Gregory Street to Randall Elementary and Central High Schools
- boxing in what became Jensen's Garage
- sledding and tobogganing on streets of the Vilas neighborhood that were deliberately iced over including Jefferson, Lincoln, and Edgewood Avenue. Boy Scouts would close Lincoln with barricades from 3 to 8 or 9 p.m. and the goal on Lincoln and Edgewood was to slide as far as possible out onto the frozen lagoon.

*-reported by Dr. David Williams, Joseph W. Jackson, Jr., and Marjorie Chase Johnson*

### Kids' Activities ca. 1970's

- selling parking places, lemonade and garden produce to the football crowd
- spending any earnings on Monroe Street at Burnie's Rock Shop, or the ice cream shop, or the soda fountain at Rennebohm's
- loitering in the pet shop on Monroe Street
- hauling a little sailboat and a canoe over to Lake Wingra on a wagon
- playing soccer with Regent Rockets, co-

ed soccer team for 6 to 8 year olds (everybody gets to play), or with the Regent Soccer Club and then on a home soccer field at Wingra Park built in 1976

- making costumes and sets at the old Firehouse for Stagecoach Players, rehearsing in Wingra Park
- *reported by the Hendon children and various Hornblower articles*

### Terry Place Kids' Activities ca. 1950-1970's

Terry Place was like a world unto itself for the kids growing up there. Multi-age group play was the dynamic of the time, which meant a lot more unsupervised play. Big kids watched the little kids.

Wingra Park played a huge role in the lives of kids who grew up on Terry Place. From the 50's through the 70's the playground was run out of the old shack which was between the cedar trees near the bubbler, in about the middle of the park. Activities included croquet, tennis, baseball, checkers, gym, basket making, root beer making, and the arrival of the Stage Coach Theater.

One of the biggest and most charming, events of the summer was the lantern parade. Kids made lanterns by cutting designs in white paper plates, then gluing colored tissue paper over the cut outs. Two plates were stapled together forming a space in the center for a flashlight taped to a pole. When evening came many kids from other playgrounds gathered at Vilas Park. Everyone formed a long line and paraded up and over the bridge on the



Jo Heidt

Children's Christmas party at Rennebohm Drugs, 1946 *The soda fountain area of the drugstore at 2526 Monroe Street was a year-round gathering place for neighborhood youngsters as well as Edgewood students. Although the store was part of the local Rennebohm chain, pharmacist George Heidt lived on Terry Place.*

lagoon, around the island, back over the other bridge and through the park, the "lanterns" aglow from the colored tissue paper, the light reflecting in the lake. Some of the older people remember when the lanterns were made from oatmeal boxes and real candles.

Winter brought its own delights to the park. The kids waited every year for the city crews to arrive with great hoses that they left running for days at a time in the depression near the end of Arbor Drive, signaling the arrival of ice skating season. The small hill along the eastern edge of the park was the place for sledding.

When not actually in their houses, the kids were in their own world of kids, kids, and more kids. At a time when most mothers, although at home, did not have cars, most kids' activities took place close to home. It must have been a good place to grow up because so many kids, who are now adults have returned to Terry Place to live.

*- "Notes from the Terry Place Table" (1992) edited by Pat Hansen and Buffy Jordan*

## The Many Grocers of Monroe Street

In 1979 Dr. David Williams, who had moved to the neighborhood as a child in 1912, remembered the succession of grocery stores at 2602 Monroe Street (recently Butler Plumbing) as Miller's, Jensen's, Hoffman's, and Bach's.

In 1926 Ralph Myrland started work at the Universal/Kroger grocery store on the other corner of Monroe and Sprague (recently Galway Bay). The Laurel Tavern was not yet built, and Monroe Street had a path of grass and weeds in the center where construction of streetcar tracks was expected.

Myrland immediately decided he would rather work at the meat market next door and changed jobs, later buying into ownership of the Wingra Market (recently part of Pasqual's). During the Depression of the 1930's the market offered pork loin roast at 12 cents per pound and pork liver for 4 cents, but it was most famous for its ring bologna, which many families enjoyed for Sunday dinner.

Clarence Napper, whose family owned a grocery on the other side of the Wingra Market from Kroger's (also a part of Pasqual's), recalled that when he delivered orders in his Model-T Ford during the winter, he sometimes had to back up to let other traffic through as only one lane of a street

was plowed.

Although Tony Mack's on the corner of Van Buren Street (recently Burkhalter Travel) and later F & D Grocery at 3518 Monroe Street (recently American Family Insurance) also provided delivery, the multitude of nearby stores allowed many residents just to send their children "around the corner" to pick up grocery items or meat orders phoned in ahead. Most store owners lived in houses nearby or in apartments over their shops and extended credit to neighbors they knew—a particularly valuable service during the Depression.



*The 2500 Block of Monroe Street, mid-1970's The Wingra Market and Rennebohm Drugs remained but Napper's had become the Buffalo Shoppe, and Kroger's was Jim's Cleaners.*

In the late 1940's "supermarkets" were built in the 1800 and 2700 blocks of Monroe. Kroger's moved across the street from 1859 Monroe (recently Eureka Joe's) into 1864 Monroe, while a Piggly Wiggly opened at 2701. Fauerbach's succeeded Kroger's in 1957, followed by Ken Kopp's in 1980. In the 1960's the Piggly Wiggly became Millin's, which it remained until it closed in 1989 to await demolition for Knickerbocker Place.

*-reported by David Williams, Ralph Myrland, and Clarence Napper*

### Markets on Monroe Street in 1931

- 1509 - Stadium Food Shop  
(groceries & meat)
- 1513 - Wittwer's Bakery
- 1515 - A & P (corner of Oakland)
- 1719 - Universal/Kroger's Grocery
- 1725 - Bluteau Meat and Grocery
- 1801 - Fergen's Bakery  
(corner of Grant)
- 1821 - Adam Omen, butcher
- 1843-47 - Elektrik-Maid Bakery
- 1849-51 - A & P
- 1859 - Universal/Kroger's Grocery
- 1863 - John F. Jordan Meats
- 1935 - Anton Mack Grocery  
(corner of Van Buren)
- 2532 - Napper's Grocery
- 2534 - Wingra (Meat) Market
- 2536 - Universal/Kroger's grocery  
(corner of Sprague)
- 2602 - Bach's Grocery  
(corner of Sprague)

### Markets on Monroe Street in 1966

- 1831 - Gordy's Bakery
- 1864 - Fauerbach's Fine Foods
- 2530-32 - Napper's
- 2534 - Wingra Market
- 2602 - Bach's
- 2608 - Colonial Pastry Shoppe
- 2701 - Millin's
- 3518 - F & D Grocery



## ■ History of the Neighborhood Association

In the late 1960's and early 70's, when the first of the post-World War II baby boomers began graduating from college, many young couples started to look for affordable housing. At that time, because mothers generally expected to stay out of the work force, at least until their youngest child marched off down the street to the neighborhood grade school, "affordable" meant modest homes that could be purchased on one income. So families flocked to Gregory and its adjacent side streets on Madison's near west side where houses built by the Wingra Land Company in the 1920's and 1930's were coming up for resale. They were arriving about a decade too late to find the sort of school-centered, pedestrian-safe neighborhood they had envisioned, however, and the Dudgeon-Monroe Neighborhood Association emerged from the clash between reality and their ideal.

### Stop Signs for Gregory Street

Gregory Street, which appeared so quiet during weekend real estate showings, suddenly turned into a weekday thoroughfare for hundreds of



*D-MNA files*

Looking East Along the 2600 Block of Gregory Street Toward the Stop Sign at Sprague, mid-1970's.

commuters too impatient with the pace of traffic on Monroe Street. In 1971, a desperate father of two toddlers, Rick Friday, finally convinced the city to send someone out to his home at the corner of Gregory and Pickford to witness and discuss the danger. He then invited his neighbors to bring all their little ones to confront the city official. Making up the name "Gregory Street

Association" in the midst of the raucous encounter, they convinced the city traffic engineer to depart from standard procedure and install "temporary" stop signs to slow traffic at T-intersections on a through street. Three years after the signs went up in October 1972, the volume of traffic on Gregory Street had been reduced by eight hundred cars per day.

### D-MNA Timeline

Residents convince city to ban motor boats on Lake Wingra

**1968**

Neighbors try to prevent school board from closing Dudgeon

**1969**

Dudgeon closes as public school

**1971**

Gregory Street gets stop signs

**1972**

## The Campaign to Save the Dudgeon School Building

The successful experience with Gregory Street encouraged neighbors as they continued to tackle another harsh fact many had not realized when they bought their homes: since 1969 the nearby Dudgeon Elementary School had been slated to close as soon as a

new school could be built in Nakoma to serve both neighborhoods. Rebecca Young had counted among her duties as a full-time mother of four being an active vice-president of the Dudgeon PTA with its organization of room mothers, phone tree, and newsletter. In order to fight the closing, she expanded the network to the neighborhood as a whole. Although the school was closed

in June 1971, the fate of the building itself was still at stake in the fall of 1972 as the stop signs were sprouting along Gregory.

School administrators were eager to unload the forty-five-year-old facility. The boiler and roof needed repair, and the gym on the second floor and the playground were considered too small. At the same time, neighbors feared the

## Parman's

Clayton Parman, Sr., began building a service station on a vacant lot at Monroe and Glenway in 1940 and completed it in 1941, unfortunately just in time for the gasoline rationing of World War II. Having lived on a farm on Odana Road near Monroe Street, he knew the site was ideal for a mix of the out-of-town traffic following US 18-151 and steady neighborhood trade. His sons, Clayton, Jr., and Keith, distributed flyers door-to-door to announce the opening and worked at the station while growing up. They still operate it today and have left the appearance practically unchanged except for the pumps.

Most of Monroe Street's garages and service stations have ceased operation. The 1970's were the crucial decade when the energy crisis, greater awareness of environmental dangers, and big oil's preference for large volume outlets all took their toll.

**GRAND OPENING**

**GAS SALE**

For Three Days, Aug. 8-10 1974

Regular 80-82  
**15.9¢**

**PARMAN'S SUPER SERVICE**

Parman's

Monroe Address	Name of Station in 1970's	Business in 1998
1614	Larry's Super Service	Pizza Pit
1716	Jorgenson's Standard	Associated Bank
1732	Conklin's (built in 1909)	Associated Bank
2422	Budd's Standard	Budd's Auto Repair
2500/02	Consolidated	Klinke Cleaners
2501	Fiore's	Zander's Interiors
2531	Erickson (Mobil)	Michael's Frozen Custard
2620	T & C - Rice's Fill'em & Fix'em	Town and Country
2623	Jensen's	Knickerbocker Place
3502	Parman's	Parman's
3526	Shell	Fritz and Associates
3602	Union 76	Percy's

## D-MNA Timeline

Child Development, Inc. secured as tenant for Dudgeon. Neighbors meet on reuse of Dudgeon

Dudgeon Neighborhood Association organizes May 14, publishes newsletter, helps found Westside Coalition on Aging

\*1973

A total of eight organizations serving children lease space in Dudgeon School

DNA begins restoration and annual clean-ups of Glenwood Children's Park

1974

## Lake Wingra: Thirty Years of Neighborhood Involvement

An activity enjoyed by some neighborhood teens in the late 1960s was water skiing on Lake Wingra. However, William R. Jordan III, then a graduate student in botany living on Terry Place, realized the havoc that the skiers' powerful motorboats created in the small, shallow lake's ecosystem. Besides generating noise pollution, they discharged fuel, lubricants, and lead from tetraethyl additives directly into the water, while their propellers stirred the bottom, spreading the weeds.

With a June 1968 letter to the Wisconsin State Journal the appalled Jordan launched a campaign "to pacify Lake Wingra." Soon 10th and 13th District Aids. Alicia Ashman and James Devine responded with an ordinance to ban power boats from the lake, but in a manner familiar to present day Madisonians, an opposition movement

arose. On Jordan's side were the Wingra Community Council, Capital Community Citizens, the Arboretum, and various garden and conservation clubs as well as the local press. The other camp, Motors for Wingra, included 15-20 "youth of Wingra" who claimed the ban would put "kids off the lake and on the street."

Both sides collected petition signatures (2500 for the ban, 400-500 against it) and guided their supporters through the maze of public hearings. In August 1968 the common council voted 11-8 in favor of the ban, but because several alders were absent, the favorable vote was insufficient. Three weeks later a compromise resolution was passed. Beginning in 1969 motorboats were banned from Lake Wingra on weekends and holidays and prohibited from going over 6 miles per hour on other days. So, nearly two years before the first Earth Day, Wingra's neighbors were successfully mobilized in defense of their environment and gained valuable experience in grassroots political action at the same time.

As environmental awareness grew during the 1970s, the newly founded



Bill & Buffy Jordan  
*Fruit of Their Labor* Bill Jordan stands next to the sign that was the result of his and others' efforts to protect Lake Wingra, September 1969.

neighborhood association, through its newsletter, public informational meetings, and distribution of brochures, regularly campaigned against the threats to the lake posed by road salt, lawn fertilizer,

stormwater runoff, decomposing leaves, and purple loosestrife. D-MNA's Lake Wingra Committee was organized in 1992 to carry on the educational mission and cooperate with the various governmental agencies now monitoring the lake. It made its big splash that year with the first of the Lake Wingra Clean-Ups that soon became part of D-MNA's annual Jazz in the Park festivities.

In 1998 neighbors' concern took on yet another dimension. When the Wisconsin Department of Natural Resources announced a new program of Integrated Ecosystem Management, it chose the Lake Wingra watershed for the pilot project. As a result, watershed residents, business owners, and lake users were enlisted as Friends of Lake Wingra to help develop the management plan, and D-MNA devoted its 25th anniversary meeting to a discussion of Lake Wingra's past, present and future.

## D-MNA Timeline

DNA expands to Breese Terrace, begins contributing funds and labor to build Dudgeon playground, co-sponsors senior lunch program

1975

Newsletter becomes Hornblower

DNA becomes D-MNA, participates in debate over Randall Bank expansion, co-hosts Alternate Parade of Homes

1976

D-MNA publishes first neighborhood directory

1977

parking potential of the playground might encourage the Madison Area Technical College to seek the school for adult education or inspire developers to envision the type of apartment and condo conversion that took place in the old Lincoln and Doty schools.

Objecting to both possibilities, in October 1972, a nucleus of mothers of future Dudgeon pupils, after a neighborhood meeting called by Young, began to devise ways to keep the property in school district hands until the city could secure its play space and building as a community focal point for nearby families. Eventually they decided to explore organizing on the model of the Marquette Neighborhood Association.

Politically the time was right, as Sally Miley later recalled for writer Mariann Goss. The Marquette Neighborhood Association's recent victory in keeping its school open and the 1973 mayoral election of Paul Soglin heralded significant changes in local government. Rebecca Young already was a county supervisor and would later become a school board member and state legislator, and Miley

## Block Parties

Block parties have a long tradition among Dudgeon-Monroe residents. One of the oldest, the Terry Place picnic, started as a Fourth of July celebration in 1943 when gasoline rationing prevented families from leaving town. An early 1990's revival of the event was held as a reunion for former residents of the close-knit street.

In 1975 the new neighborhood association newsletter reported that Sheldon Street also held an annual picnic in Wingra Park.

On the other hand, by 1975 Baltzell's Labor Day event, begun in 1969, was a legendary "extravaganza." Preparations began a month in advance with a petition to close the street to traffic. Children later distributed reminders door-to-door and paraded down the street the day before the barricades went up. The actual party then entailed music played over a loudspeaker, games, prizes, a raffle, good food, pop, and beer.



Bonnie Jevne

Baltzell Street Block Party, 1997.

Since the party's 20th anniversary in 1989, neighbors have worn T-shirts featuring the street's namesake, Mayor John R. Baltzell. They also have a large dragon costume the children don to parade down the street. Besides the usual scavenger hunt, volleyball, and water balloon games, party goers enjoy science demonstrations, a talent show, live music by bands from the talent show, easel displays of photos from previous picnics, and updating Baltzell's own book of house histories. The morning used to be devoted to garage sales, but that proved to be too much as the party itself lasts from 3 until 10 or 10:30. "Alumni" who have moved away

now expect their invitations for the Saturday before school resumes. Between block parties Baltzell neighbors gather later in the fall for a torch-lit outdoor sing along and go out to dinner together about three times a year.

The yearly party on the 2400 block of Fox dates back to the 1980's. It likewise features a reunion with former participants, and is part of a year-long series of gatherings, including a Halloween haunted house, plays performed by neighborhood youngsters, and a spring egg hunt. At the block party held on the grass near the railroad underpass a weekend or two after Labor Day, children organize most of the block's unique non-competitive games, but adults play too. A potluck and "campfire" round out the festivities.

Among other famous street parties are two on Gregory that encompassed several blocks. One organized by residents of the 3500 block drew about 200 people in the mid-1990's.

## D-MNA Timeline

Monroe Street Merchants Association formed

1977

D-MNA co-sponsors first Monroe St. Festival, donates refreshment revenue for Dudgeon playground

1978

Western portion of Vilas joins D-MNA. City leases Dudgeon School

D-MNA persuades city to keep Gregory stop signs

1979



herself eventually served on the common council and as a mayoral aide.

The young parents who had moved to the Gregory Street area at the turn of the decade likely had taken for granted not only a school-centered walking neighborhood, but an old deferential mode of politics as well. In the well-run city and school district depicted by civics textbooks, boards of business and professional men set general guidelines and trained administrators and technocrats implemented specifics, but even the small triumph with the stop signs on Gregory had just challenged that hands-off approach. A survey in spring 1973 found strong support for organizing a new type of hands-on neighborhood association within the former Dudgeon School attendance area: from Lake Wingra to the railroad tracks, between Leonard Street and Odana Road.

## Organizational Meeting

On May 14, 1973, about seventy-five residents met and adopted by-laws based on those of the Marquette Neighborhood Association. The new Dudgeon Neighborhood Association

then elected the first of four successive presidents—Georgia Wagner, followed by Shirley Lake, Ann Clark, and Sally Miley—who were mothers of children born in 1970 or 1971, the Dudgeon kindergarten and first grade classes of 1976-77 that never came to be.

In common with Marquette and Madison's other central city neighborhoods, the Dudgeon group confronted the problems of residential zoning in a booming university town, commuter traffic on neighborhood streets, and reuse of a deteriorating rail corridor. On the positive side, they also adopted the Alternate Parade of Homes put forth by Historic Madison, Inc., to showcase the advantages of their urban lifestyle.

## Expanding the Agenda

In addition to the unresolved fate of its former school, the Dudgeon Neighborhood Association supported stewardship over a wealth of natural resources including Lake Wingra, Wingra Park, one of Madison's few surviving Park and Pleasure Drives, a slice of the University of Wisconsin Arboretum, and the Glenwood

Children's Park. Moreover, thanks to the active involvement of Pastor Erwin Boettcher and members of the Glenwood Moravian Church, there was great concern for meeting the needs of older residents. Undertaking such an ambitious array of projects inspired the new association to develop a regular newsletter, door-to-door membership drive, printed residential directory, and hierarchy of block captains and area representatives that in less than five years made it the most complexly structured neighborhood association in the city.

## The "Perils of Pauline"

Meanwhile, back at Dudgeon School, whose saga one local journalist likened to the "Perils of Pauline," the future still lay on the line. In 1972, Rebecca Young, along with Betty Smith, another pioneer woman political activist from nearby on the west side, and Pat Mapp, Director of Child Development, Inc., arranged for CDI to lease space in Dudgeon from the reluctant school district. A non-profit kindergarten and daycare center, CDI was the first of a number of similar tenants, such as New

## A Neighborhood Library

Usually listed among the top ten reasons people like living in the Dudgeon-Monroe Neighborhood is the Monroe Street Library. The first extension of the city library to the west side, it opened at 2606 Monroe Street (recently Michael's Cyclery) in 1944, with a collection of only 500 volumes, chiefly leftovers. In 1962 the Library Board made an exception to its policy of renting branch quarters and built the present library on the site of a Zesto ice cream stand at 1705 Monroe Street. At least twice over the years the library has been threatened with closure. Each time, neighborhood activists and others have successfully defended it. In 1979 they formed a friends' group that reorganized in 1983 as the Monroe Street Library League, which supports the branch with contributions and the proceeds from a used book sale held during the annual Monroe Street Festival.

## D-MNA Timeline

Walking and Biking Through the Dudgeon-Monroe Neighborhood published

1979

City purchases Dudgeon School and playground

Illinois Central Gulf stops using neighborhood rail line. D-MNA hosts public meeting on future use of rail corridor

1980

D-MNA sponsors first candidates' forum

Freight service resumes on publicly owned rail tracks and corridor

1981

## Monroe Street Past and Present



D-MNA files

*Monroe Street near the intersection of Leonard Street most likely after repaving in the mid-1930's.*

In the 1890's the Monroe Road was renamed to reflect its new role as a neighborhood street, but vehicles from outside the neighborhood—and city—never stopped using Monroe Street. On the contrary, when the state created a system of numbered highways in 1918, Monroe Street became part of two of them, 19 (from Prairie du Chien to Milwaukee and Green Bay) and 31 (north from the Illinois line and Monroe to Fond du Lac). After the federal numbering system was adopted in 1925, both US 18 (Prairie du Chien to Madison) and 69 (Illinois to Madison) were routed over Monroe Street. About the same time that a New Deal program widened the roadway and removed the trolley tracks in 1935, US 151 (Dubuque, Iowa, to Fond du Lac) was added to the street.



Maggie Jungwirth

*Approximately the same location as it appears today, on a midweek afternoon.*

The federal highways left Monroe Street as soon as the initial two-lane beltline opened in 1952, but their inter-city travelers were more than replaced by commuters. Traffic volume on Monroe Street rose at a rate of 1 per cent a year from 1956 on, and a 1994 study counted an average of 18,600 cars per day on the street. Concerns about Monroe Street traffic have been constant throughout D-MNA's history. They helped prompt its early efforts to maintain parks and playgrounds children could reach without crossing Monroe and inspired its 25th anniversary Pedestrian Zone and Drive 25 campaigns.

### D-MNA Timeline

Dudgeon Center for Community Programs organized

**1982**

D-MNA funds tree planting for 10th anniversary, hosts Alternate Parade of Homes

**1983**

City builds desilting pond at Monroe and Glenway

D-MNA and Westmorland successfully protest tree-cutting in railroad right-of-way

**1986**

Morning Nursery, as well as three private elementary schools including Wingra School, that leaders recruited to keep the building open and viable. While the cast of tenants and their leasing arrangements changed over the years, a committee of the neighborhood association and tenants served as their liaison with each other and with the school board.

Once again, neighborhood families experienced changing roles, as mothers of young children routinely began to seek employment outside their homes, creating a need for childcare. Meanwhile, because the school-age population declined sharply, the board of education had a growing inventory of surplus properties besides Dudgeon to maintain and named a task force of citizens to study the problem.

Led by Shirley Lake, Ann Clark and others, the neighborhood association launched a campaign of petition-signing, public meeting appearances, and phone calls to elected officials that was the hallmark of the participatory politics the association embodied. As a result, in 1975 the city allocated some \$60,000 in federal block grant funds for

repair of Dudgeon, and the school board agreed to rent it out on a break-even basis through spring 1978. Afterward the city leased the school for \$1 a year on behalf of the same tenants until in May 1979 it purchased the building for \$57,000 and the grounds, which it turned over to the parks division, for \$150,000. Formal neighborhood association involvement in the building that still serves as its meeting space abated with creation in 1982 of the Dudgeon Center for Community Programs to coordinate the tenants' financial responsibility for repairs and upkeep and to handle their \$1 per year lease with the city.

### Expansion of the Neighborhood Association

In 1975 the association annexed the area between Leonard and Spooner Streets from the railroad tracks to Monroe Street. The following year, when the boundaries were extended east from Spooner to Breese Terrace, the name was changed to the Dudgeon-Monroe Neighborhood Association. Soon after, D-MNA played a major part



Fran and Sally Schrag  
Looking east along the 1900 block of West Lawn Avenue toward Harrison Street, early 1970's.

One of the fondest memories longtime residents have is of the arches of elm trees that once spanned neighborhood streets, covering them with a cool green canopy in summer and a brilliant golden one in the fall. All but a few elms had been lost to disease by the mid-1970's, when the ice storm of 1976 and oak wilt took their toll on other species. In 1983 D-MNA adopted replacement planting of trees along Monroe Street as a 10th anniversary project so "we can look forward to celebrating Dudgeon-Monroe's 20th anniversary in a greener neighborhood."

### D-MNA Timeline

Walking and Biking Through the Dudgeon-Monroe Neighborhood reprinted

1987

Millin's Market and Jensen's garage closed for demolition; D-MNA appoints committee to meet with developer of their site

1989

Wingra boat house burns down

D-MNA urges city to rebuild Wingra Park boat house, participates in design, raises funds for terrace and landscaping

1990

## Transformations: From Ice House to Boat House

The ice house Chicago's Knickerbocker Company built on Lake Wingra in 1895 was a big "export" house with the capacity to store some 30,000 tons of ice. Its customers were meat packers, brewers, and retailers in Illinois and cities as far south as Memphis that produced no ice in winter. Because such large volume consumers could rely on mechanical refrigeration after 1910, the ice house on Wingra cut back its harvest, and Knickerbocker merged into a firm that focused more on local trade.

The Conklin company of Madison bought the operation in 1920. After the Depression and growing use of home refrigerators put the ice house out of business in the 1930's, the Conklins demolished it and turned the grounds over to the city in 1937. The city, in turn, used a federal public works program to remove the railroad spur

and remaining out buildings, fill marshland, and construct a playground. Through the 1960's a garage-like boat house in the park was run by a series of private individuals, culminating with two generations of the Fuller family.

In 1969, the West Side Lions Club raised funds for a new boat house, in a sail-shaped triangular motif, which was built in 1971. Although the new structure was owned by the city, the Fullers continued to operate it as concessionaires until it was destroyed by an arson fire in 1989.

The Dudgeon-Monroe Neighborhood Association and Alderman Ken Golden convinced the city to replace the boat house and to choose a prairie-style design that did not block the view of the lake. They also insisted on a terrace and landscaping, for which D-MNA raised \$7100 through neighbors' contributions and matching grants. The new facility was dedicated in 1992 with Bob and Mary Fuller remaining as concessionaires.

in preserving the character of the eastern Monroe Street shopping district. Believing that only a variety of quaint storefronts could attract customers to such a retail area, some of

the new members from West Lawn Avenue wanted to join the Vilas neighborhood's effort to prevent Randall Bank from tearing down several shops for expansion. President



Steve Murray

Wingra Park Boat House, 1995 Participants get ready for the canoe race that is part of the annual Jazz in the Park/Lake Wingra Clean-Up day.

## D-MNA Timeline

Western Vilas area joins new Vilas Neighborhood Association

1991

D-MNA begins involvement in controversy over growth on the Edgewood campus.

D-MNA publishes Insider's Guide to neighborhood, installs neighborhood welcome sign, starts annual Lake Wingra Clean-Up.

1992

D-MNA joins Arboretum in Oak Savanna resoration, shares Orchid Award for boat house



Ann Clark answered the phone call from Autumn Blakely that moved D-MNA from grade school, playground, and daycare matters into a key role in deciding both what a financial institution could do with its property and ultimately what should be the nature of the commercial environment that the bank would anchor. After the city plan commission rejected Randall's application, a compromise was negotiated and explained by the bank's president at D-MNA's 1977 annual meeting. Thus the shopping district retained more of the form that the neighbors wanted and that developers later tried to duplicate elsewhere along Monroe Street.

Throughout the Randall Bank debate the Thirteenth District Neighborhood Association had represented most of Vilas, but its boundaries were limited by those of its aldermanic district, which stopped at Van Buren Street. As a result, the area between Van Buren and the Edgewood Campus had no association before Sally Miley moved from Copeland to Madison Street and in January 1978 invited her new neighbors to her home to discuss the need to organize. They voted to join D-

MNA and remained within it until 1991. By then redistricting and formation of a new Vilas Association made joining the Vilas group more practical.

The day-to-day work of D-MNA's first decade involved far more than reacting to crisis and conflict. Initial restoration efforts at Glenwood Children's Park won the association its first Orchid Award from Capital Community Citizens in 1975. The neighborhood hosted the Alternate Parade of Homes in 1976 and 1983 (and again in 1997) In 1979 it produced Walking and Biking Through the Dudgeon-Monroe Neighborhood. Madison's first heritage tour brochure. Meanwhile, its Hornblower newsletter was filled with announcements of other park clean-ups and playground upgrades, programs for senior citizens co-sponsored by D-MNA and Glenwood Church, and social events for families. Yet the crises had played a unifying role that was particularly needed as children now went to schools outside the neighborhood and mothers resumed their own schooling and careers or, in some cases, were elected to public office.



Jim Berkvam

*Jazz in the Park, 1997 Neighbors gather under the traditional striped tent in Wingra Park to listen to Kelly DeHaven and the Misbehavin Band. Held on the same June Saturday as the neighborhood garden tour and Lake Wingra Clean-up, the musical program has been underwritten by the Evjue Foundation and local business.*

Without a controversial rallying point, the association almost faded away in the mid-1980s. When future Alderman Ken Golden complained to a city official on behalf of the "D-MNA Transportation Committee," he was borrowing a page from the fictitious

Gregory Street Association. Informal discussions among neighbors riding the bus to work replaced regular meetings until Amy Kritzer and Ann Clark led a reorganization effort at the end of the decade.

### D-MNA Timeline

D-MNA adds Jazz in the Park to Lake Wingra Clean-Up

1993

Garden committee begins to maintain flower bed at welcome sign

D-MNA participates in debates over conversion of Plough Inn into Arbor House and over traffic signals for Monroe Street

1994

Knickerbocker Place opens

## Neighborhood Concerns - Then and Now

### 1974—Top Ten Concerns from Membership Drive Survey

Keeping our R-4 zoning

Long-range plans for

- railroad tracks and
- Monroe Street

Improve Wingra Park

Encourage fixing up of homes

Working on traffic problems

Make crossing Monroe Street easier

Babysitter roster

Neighborhood cleanup: parks, tracks

Senior citizen services

### 1996—Top Ten Concerns from Long Range Plan Survey

Crossing Monroe Street

Traffic volumes

Speeding on Monroe Street

Low mix of races/ethnicities

Increased traffic on side streets

Noise pollution from traffic

Inappropriate tax assessments

UW/college parking encroachment

More traffic from new business

Unaffordable homes



D-MNA files

*D-MNA Annual Meeting, 1996 Both the 1996 and 1997 annual meetings, as well as an all-day storefront charette at the 1996 Monroe Street Festival, provided residents opportunities to participate directly in the long-range planning process. The survey questionnaire distributed to every Dudgeon-Monroe household was derived from group discussions at the 1996 meeting. After a summary of the first draft of the plan had been likewise distributed, at the 1997 meeting Madison Planning and Development Director George Austin joined neighbors in evaluating the plan.*

## D-MNA Timeline

D-MNA committee starts work on long-range plan

1995

D-MNA and Vilas Neighborhood Association form working group with Edgewood on first phase of construction

1996

D-MNA raises funds and helps plan for Monroe St. beautification, which later receives Orchid Award

Edgewood working group agrees on plan subsequently approved by city

1997

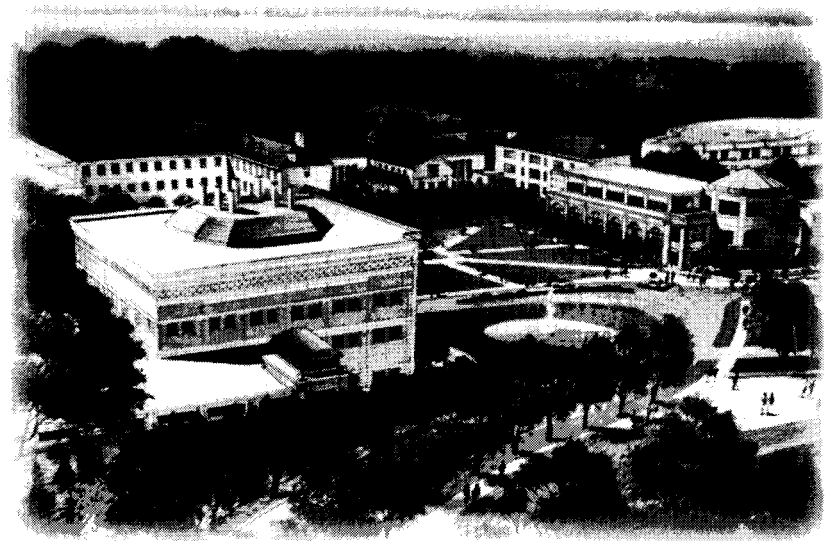
## Rejuvenation of D-MNA

Beginning in 1990 a sometimes simultaneous mix of projects and problems rejuvenated D-MNA. In 1992, for example, the University of Wisconsin Arboretum enlisted the partnership of nearby residents to work on an oak savanna restoration that involved removal of non-native trees and shrubs. D-MNA supported the proposal from the outset, but a few neighbors initially opposed it, and others became alarmed when they saw existing trees cut down. Henry Hart, co-president of D-MNA, Alderman Ken Golden, and D-MNA Oak Savanna chair Becky Brown all organized a series of meetings that addressed the neighbors' concerns and encouraged some of the remaining opponents to join the Oak Savanna Committee as a forum for their input.

That same spring Co-President Virginia Hart arranged for musical entertainment and a Lake Wingra Clean-Up to commemorate D-MNA's Orchid Award-winning role in the replacement and landscaping of the Wingra Park boat house. Under her

continuing leadership, in 1993 the first annual Jazz in the Park celebration was combined with the yearly lake clean-up.

In response to plans for a shopping center at Knickerbocker and Monroe Streets and for continued development of the Edgewood Campus, in 1994 the city commissioned a Monroe Street traffic study that anticipated placing signal lights at several intersections. After neighborhood meetings demonstrated great concern that the lights would increase traffic on certain side streets and promote higher speeds on Monroe, D-MNA committees took up the challenges. First a Monroe Street Redevelopment Subcommittee (later the Fiore Properties Task Force) worked out an agreement with Knickerbocker Place developers on design and parking matters and designation of a store to carry the basics, milk and bread. Meanwhile, the Transportation Committee undertook a thorough study of comprehensive approaches to traffic calming. Eventually that effort coincided with a new city neighborhood traffic planning initiative and became part of the neighborhood's long-range plan.



Edgewood College Archives

Proposed Edgewood Development Rendering by Anderson Illustration Associates, Inc..

## Edgewood Campus Development

In 1995 the issue of growth on the Edgewood Campus, which had been simmering on the association's back burner since at least 1991, finally boiled over and merged with the traffic problems to create an immense and

complex controversy. In a scenario reminiscent of the Randall Bank dispute, when the city in 1996 rejected Edgewood's conditional use application, it encouraged both sides to negotiate. With the strong commitment of D-MNA Presidents Priscilla Arsove and Shirley Lake and their respective Executive Committees to supporting a constructive

### D-MNA Timeline

D-MNA hosts first garden tour and third Alternate Parade of Homes

**1997**

D-MNA chooses restoration of Glenwood Children's Park as 25th anniversary project

D-MNA Council approves Neighborhood Long Range Plan, including Monroe Street traffic recommendations

**1998**

D-MNA celebrates 25th anniversary

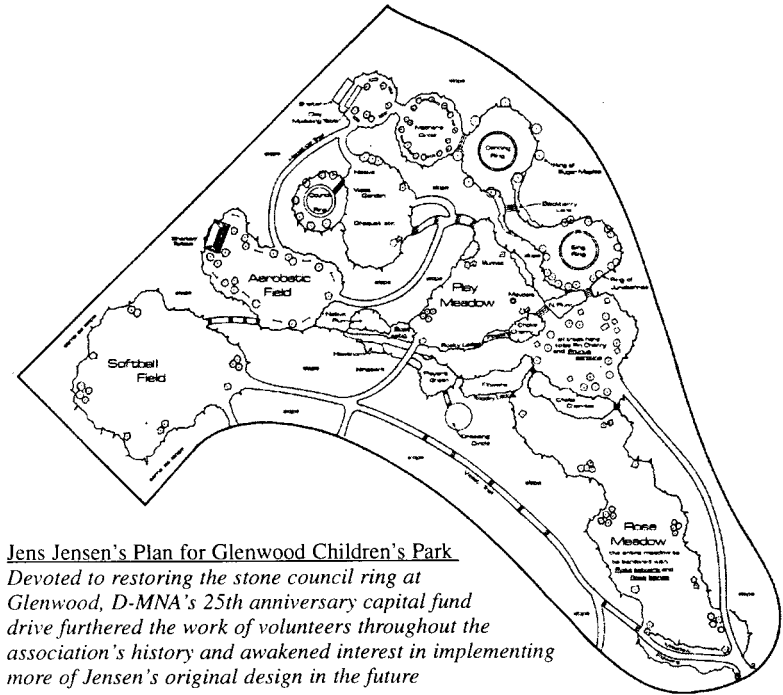
process, D-MNA, its Vilas counterpart, and Edgewood's three schools formed a working group that included Bill Rattunde, Bill Vanden Brook, and Char Thompson as D-MNA's representatives. After a year of hard work and reconciliation, the working group forged a plan acceptable to all and the city. A Liaison Committee then was chosen to follow up and continue the spirit of cooperation. The dedicated efforts of this pioneer working group have created a model for effective neighborhood conflict resolution.

## Long Range Planning

A new wave of professionals who had moved into the neighborhood in the 1980s and led D-MNA through the tense, though creative, nineties—including Kurt Kiefer, Don Peterson, Priscilla Arsove, and Char Thompson—all perceived a need to address major issues before crises arose. In 1995 Kiefer organized a committee to enlist them and more of the many planners, architects, engineers, and others residing in Dudgeon-Monroe in drawing up the sort of long-range neighborhood plan normally prepared by city staff or paid consultants. Over the

next three years, citizen input yielded an agenda of concerns remarkably similar to those identified by an informal survey almost twenty-five years earlier: traffic, zoning and the future of the rail corridor among them. Virtually absent, though, was any mention of the schools, perhaps an indication that those matters had finally been adequately addressed.

The Dudgeon-Monroe neighborhood that will implement the new plan has changed significantly over the past quarter century. Above all, property values have soared beyond the reach of many young families with only one income and elderly residents living on fixed incomes. The prevailing concerns now include those of such demographic groups as two career couples who want an attractive residential neighborhood, nearby schools and shopping, transportation alternatives, parks, and easy access to the university, work, and downtown. Yet the differences between past and present can hardly be too great because what attracts residents to Dudgeon-Monroe today is an appreciation for the type of community D-MNA's founders learned not to take for granted and became activists to



Jens Jensen's Plan for Glenwood Children's Park  
*Devoted to restoring the stone council ring at Glenwood, D-MNA's 25th anniversary capital fund drive furthered the work of volunteers throughout the association's history and awakened interest in implementing more of Jensen's original design in the future*

John Harrington

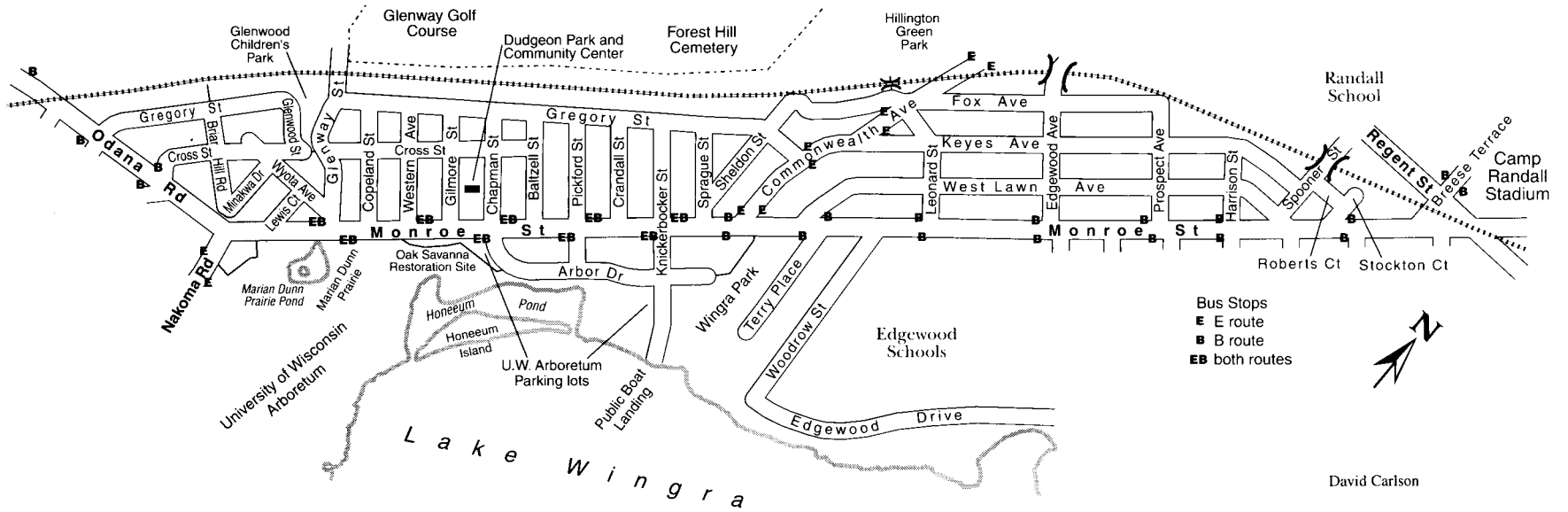
preserve and enhance. With the likelihood that the D-MNA will continue to be a strong positive force, the future of the neighborhood is bright.❖

### D-MNA Presidents

1973-74	Georgia Wagner	1979-80	Frank Siciliano	1986-87	Greg Crews	1993-94	Kurt Kiefer
1974-75	Shirley Lake	1980-81	Myron Talcott	1987-88	vacant	1994-95	Don Peterson
1975-76	Ann Clark	1981-82	Gail Glasser	1988-89	Amy Kritzer	1995-96	Priscilla Arsove
1976-77	Sally Miley	1982-83	Char Thompson	1989-90	Ann Clark	1996-97	Shirley Lake
1977-78	Brian Butler	1983-84	Suzann Stoutt	1990-91	Ann Clark	1997-98	Kay Hendon & Char Thompson
1978-79	Mary Jo Croake	1984-85	Colin Godding	1991-92	Joe Silverberg	1998-99	Bill Barker
		1985-86	Wendy Fearnside	1992-93	Henry & Virginia Hart		



# The Dudgeon-Monroe Neighborhood



David Carlson



Maggie Jungwirth



To document "The Good Life in Madison, Wisconsin," in 1948 famed LIFE magazine photojournalist Alfred Eisenstaedt pictured Mrs. G. D. Logan and daughter Nancy Ware strolling down the 2200 block of Fox Avenue. The caption praised Madison's fifty-year commitment to maintaining stately trees on every block. Along with a 1946 Saturday Evening Post tribute to "a miniature model of the ideal America" and a 1996 Money magazine feature, the LIFE cover story helped define Madison's image as one of America's best places to live.

Although the Eisenstaedt picture appears here with the permission of LIFE's publishers, the original photograph is missing from the magazine's files. This reproduction was made by Jim Beal from a copy lent by Mrs. Logan, who fifty years later still resides nearby in Shorewood Hills.

