

City of Madison Landmarks Commission

APPLICATION



City of Madison Planning Division, 215 Martin Luther King Jr. Blvd., Suite LL.100, P.O. Box 2985, Madison, WI 53701-2985

1. LOCATION

Project Address: 2020 Eastwood Dr. Madison Aldermanic District: 6
53704

2. PROJECT

Project Title / Description: Kennedy Dairy Barn Renovation

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Landmark
 - Land Division/Combination of Designated Landmark site
 - Alteration / Addition to a building adjacent to a Designated Landmark
 - Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
 - Land Division/Combination in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
 - New Construction in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
 - Demolition
 - Variance from the Historic Preservation Ordinance (Chapter 41)
 - Referral from Common Council, Plan Commission, or other referral
 - Landmark Nomination/Rescission or Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific submission requirements.)
 - Other (specify): _____

PLANNING DIVISION USE ONLY	Registrar #

3. APPLICANT

Applicant's Name: Jon Brakebill Company: Filament Marketing, LLC
Address: 301 S. Blount St. Ste 302 Madison, WI 53703
Telephone: 608.310.5335 x30 E-mail: jbrakebill@filamentmarketing.com

Property Owner (if not applicant): Joe Krupp
Address: 2020 Eastwood Dr. Madison, WI 53704

Property Owner's Signature: [Signature] Date: 2/22/16

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 4:30 p.m. on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located in Suite LL-100, of the Madison Municipal Building, 215 Martin Luther King, Jr. Blvd. Applications submitted after the submittal date or incomplete applications will be postponed to the next scheduled filing time.

APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner.

- Landmarks Commission Application w/signature of the property owner (1 copy only).
- Twelve (12) collated paper copies 11" x 17" or smaller (via mail or drop-off) of submission materials (see below).
- Electronic files (via email) of submission materials (see below).
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
- Architectural drawings reduced to 11" x 17" or smaller pages which may include:
 - Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, signage, and other features;
 - Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
 - Floor Plan views of levels and roof;
 - For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - Photographs of existing conditions;
 - Photographs of existing context;
 - Manufacturer's product information showing dimensions and materials;
 - Other _____

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

Amy Scanlon, Registered Architect
City of Madison Planning Division
215 Martin Luther King Jr. Blvd., Suite LL100 (physical address)
P.O. Box 2985 (mailing address)
Madison, WI 53701-2985
ascanlon@cityofmadison.com
608 266 6552

Filament

City of Madison
Landmarks Commission
City Planning Division

February 22, 2016

The intent of this letter is to provide background on our company, Filament Marketing, and why we feel that this particular property is an excellent fit for the future home-base of our business.

About the Company

Filament Marketing was started by Ed Peck as an individual working in his home basement here in Madison in 2004. Ed comes from a strong dairy background and he recognized a business opportunity to create a company that was unique and a potential leader in this marketplace. Agriculture, and especially dairy, is a top industry not only in Wisconsin, but also one of the top industries nationally.

Filament Marketing offers experience and marketing expertise to clients who share our passion, commitment and involvement in the agriculture, dairy and livestock industry. Client companies range from small niche players in the industry to industry leaders like Purina Animal Nutrition, ImmuCell Corporation, Simplot, GEA Farm Technologies, Landmark Services Cooperative and Land O' Lakes, Inc.

Our competitive expertise is based on continued, hands-on involvement in the agricultural market - supported by proven results in advertising, public and media relations, direct mail, media planning, social media, editorial development, sponsor and member relations, corporate communications and strategic planning.

We are proud to live and work in the agriculture industry each and every day - both professionally and personally - whether that's going home to help milk cows, bring in crops or tend to chickens or horses.

Previous Office Space

Original office space was opened with 5 employees on W. Washington Ave. (across from the original Kennedy Dairy building) and rapidly outgrown. We are currently located in the historic International Harvester tractor factory at 301 S. Blount St. We renovated our current leased space 7 years ago (winning an In Business Commercial Design Merit Award in 2010) and while it's an excellent fit for the company, we are simply out of space.

Ultimately the goal is to establish a true long-term, permanent home base for the company.

301 S. Blount St. Ste. 302 • Madison, WI 53703

[phone] 608.310.5335

[web] www.filamentmarketing.com

Filament

Intent for 2020 Eastwood

Purchase of the existing historic Kennedy Dairy horse barn at 2020 Eastwood Dr. and performing the proposed updates and renovations would follow an interesting arc and consistency to our office locations and their history. The fact that the barn used to house the horses that pulled the milk wagons for the original Kennedy Dairy makes this building special to us. This new space reflects the history of our industry, our passion for agriculture and dairy and also our desire to stay true to where we have come from - while still looking ahead and being pro-actively prepared for our continued future successes.

The new office will allow for much needed space for company growth in an environment and setting that is consistent with the history and market segments of the company. Any work done to the building will be done with the utmost respect for the history of the structure.

Architectural Intent

The existing building consists of the original brick gable roofed barn and a later single story CMU flat roofed addition.

We propose to add a floor to the 2 story portion with the intent of minimizing its visual impact on the barn. The existing CMU is matched only up to the barn eave height, with metal siding & windows above. The South wall is held back 10ft. from the barn gable to create a screened mechanical deck for existing and additional HVAC equipment. The existing gross building area is 5900 sq. ft. on 3 floors. The addition would create 1740 sq. ft. for a total of 7640. The interior will be configured with conference rooms, enclosed offices, and open office areas for individual work stations and collaborative spaces. Entry, exit, and all existing site work is expected to remain, as no impervious surface is added or reconfigured.

Often when individuals visit our current offices for the first time they comment "We know exactly what you do and can feel your passionate and commitment to the industry". We believe that our new offices in the Kennedy Dairy horse barn at 2020 Eastwood Dr. will be an excellent fit for the future of our business and will continue to provide those type of comments for years to come.

Thank you for your time and consideration. Please let me know if you have any questions or need any additional information.

Regards,

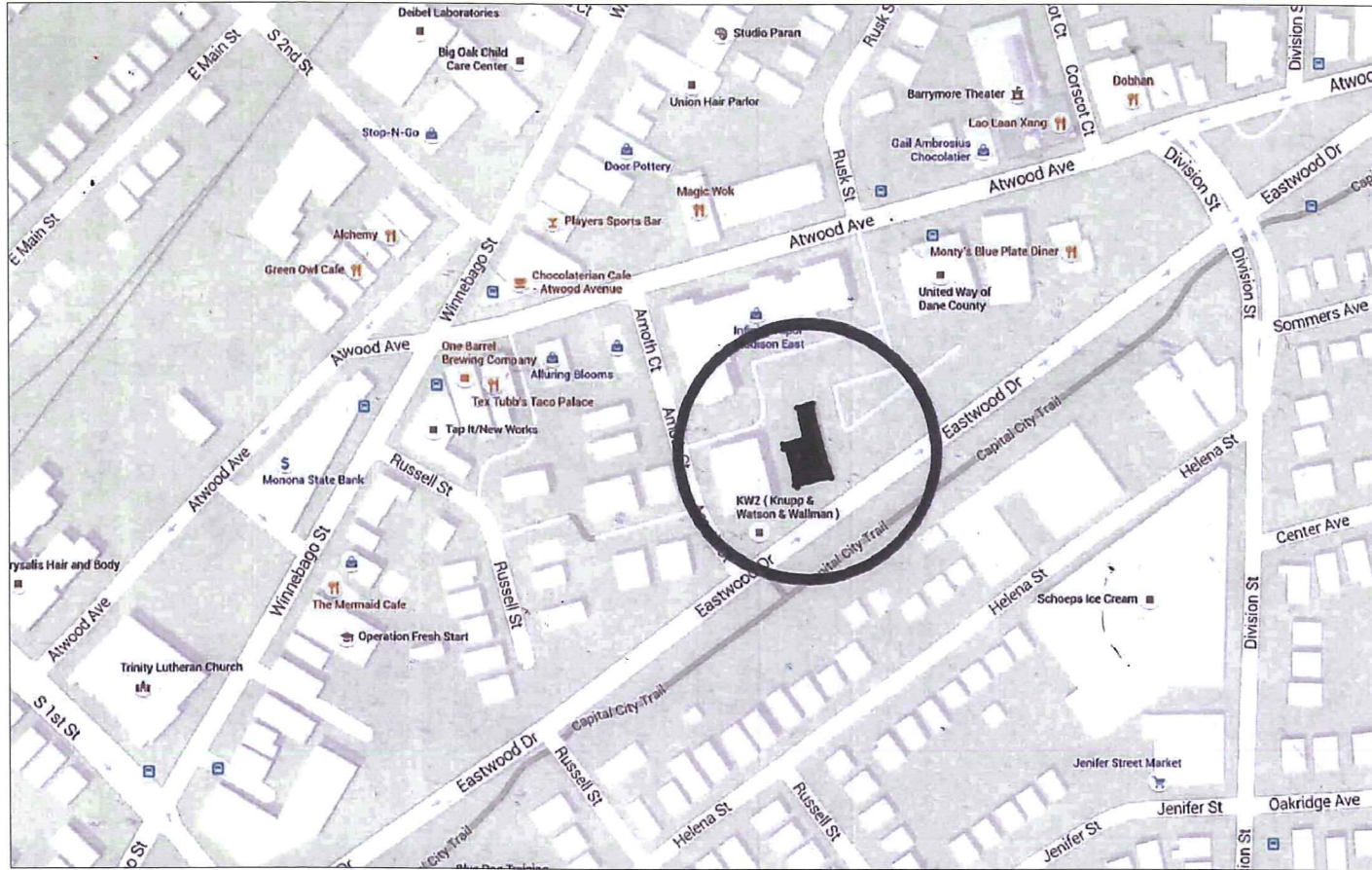


Jon Brakebill
Filament Marketing, LLC

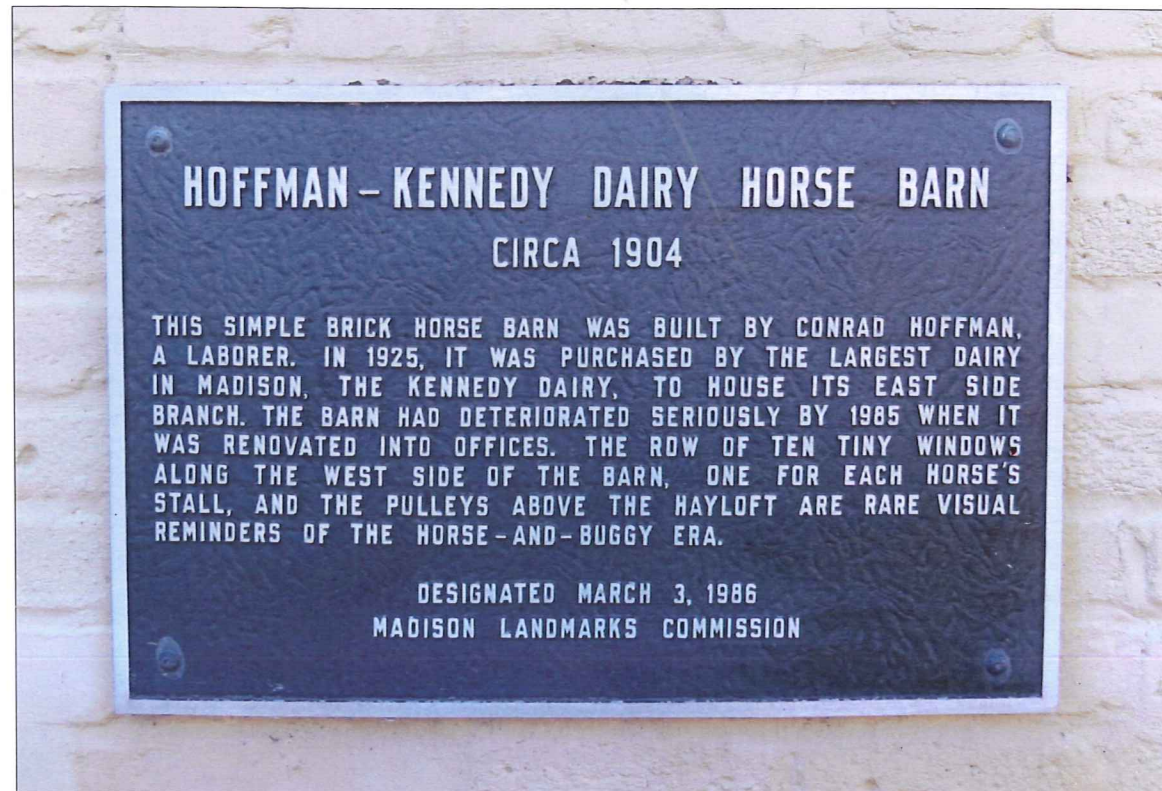
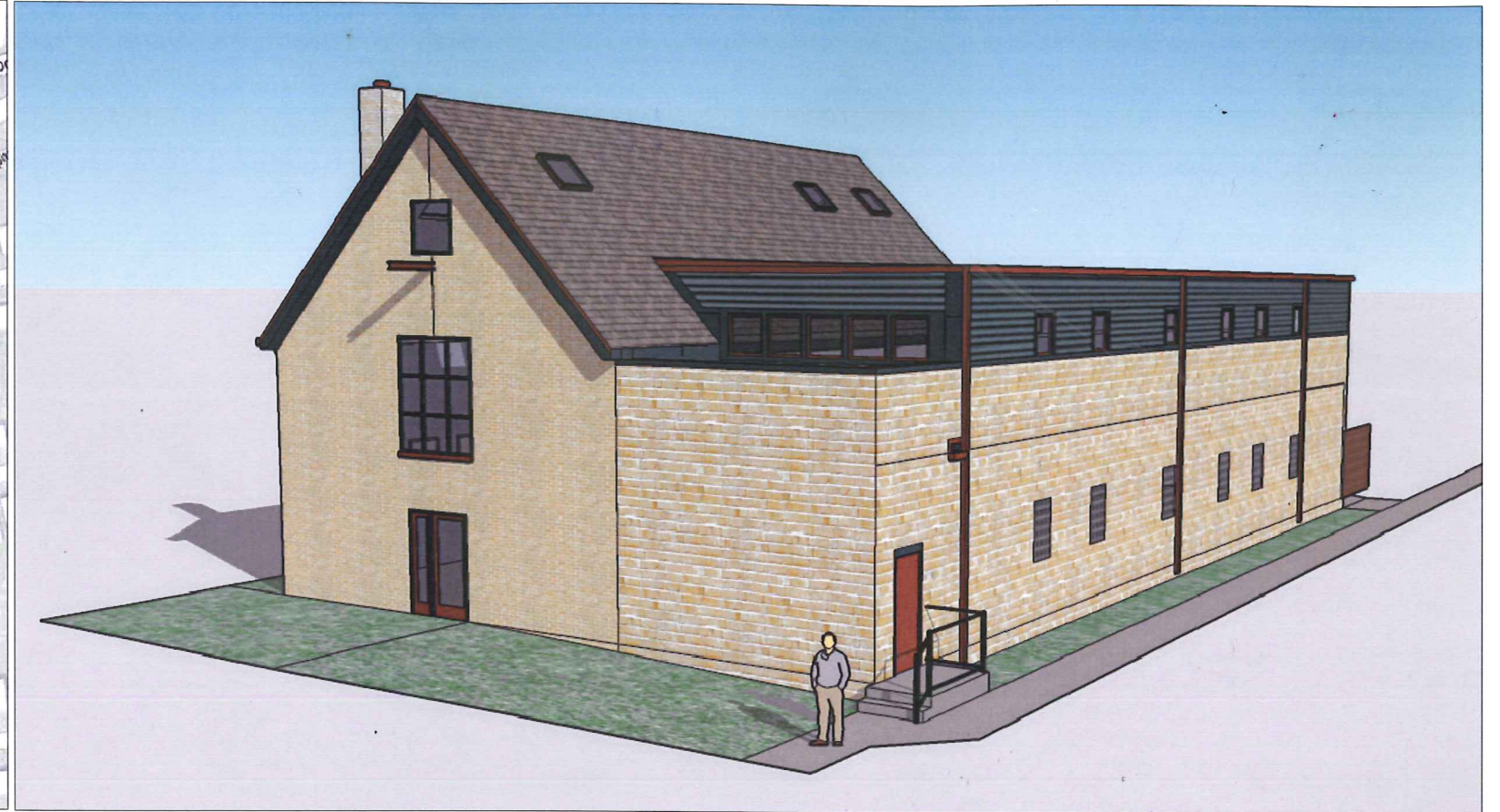
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[web] www.filamentmarketing.com



Project Location



Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive for Filament Marketing

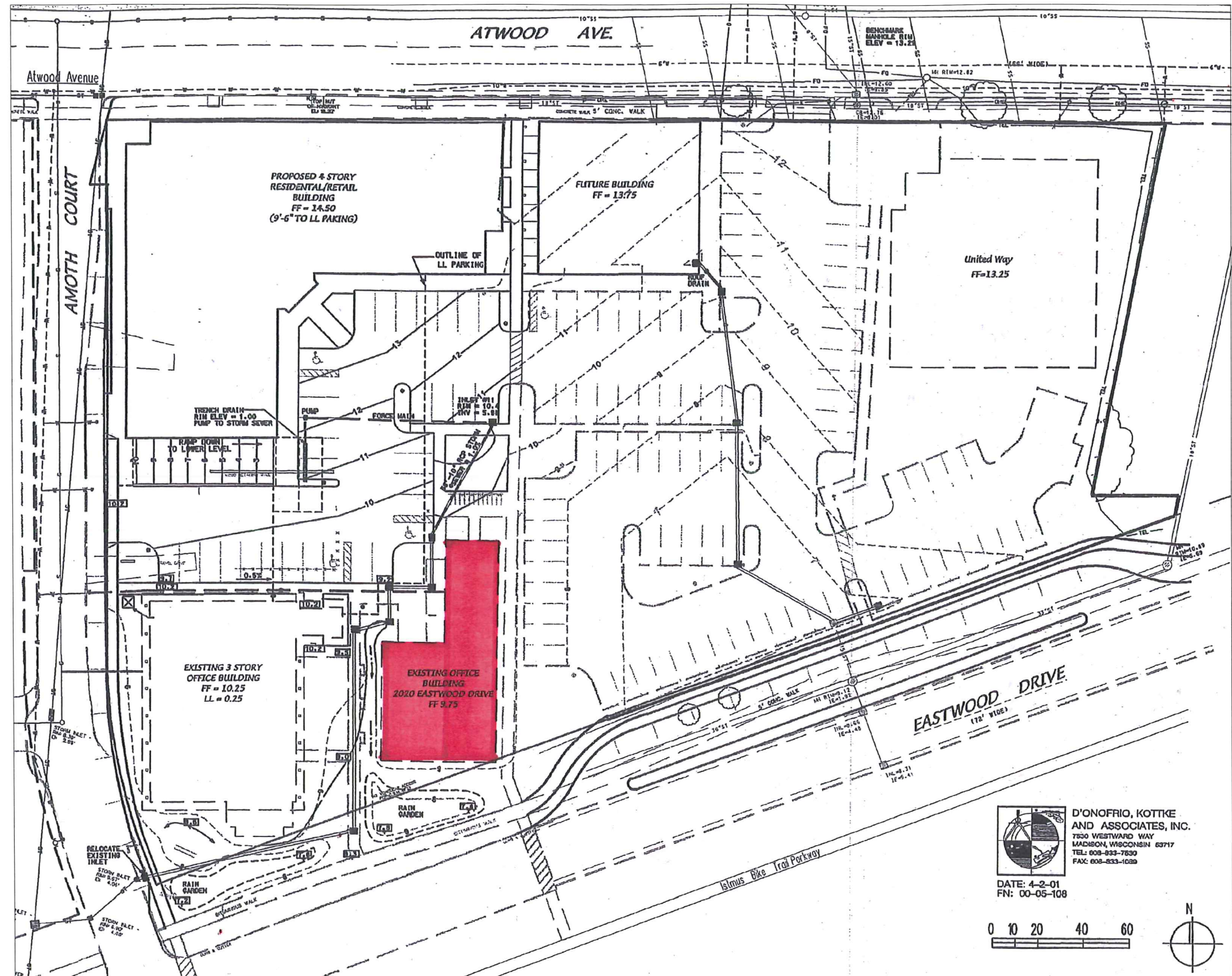


2-22-16

architecture

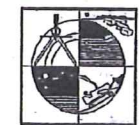
3220 syene road, suite 103
 madison. wi 53713

608 . 277.0585
 www.amkarch.com



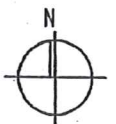
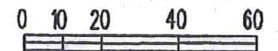
Site Plan

**Proposed Addition
Kennedy Dairy Barn
2020 Eastwood Drive**



D'ONOFRIO, KOTKKE
AND ASSOCIATES, INC.
7530 WESTWARD WAY
MADISON, WISCONSIN 53717
TEL: 608-833-7630
FAX: 608-833-1039

DATE: 4-2-01
FN: 00-05-108



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Context

Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive

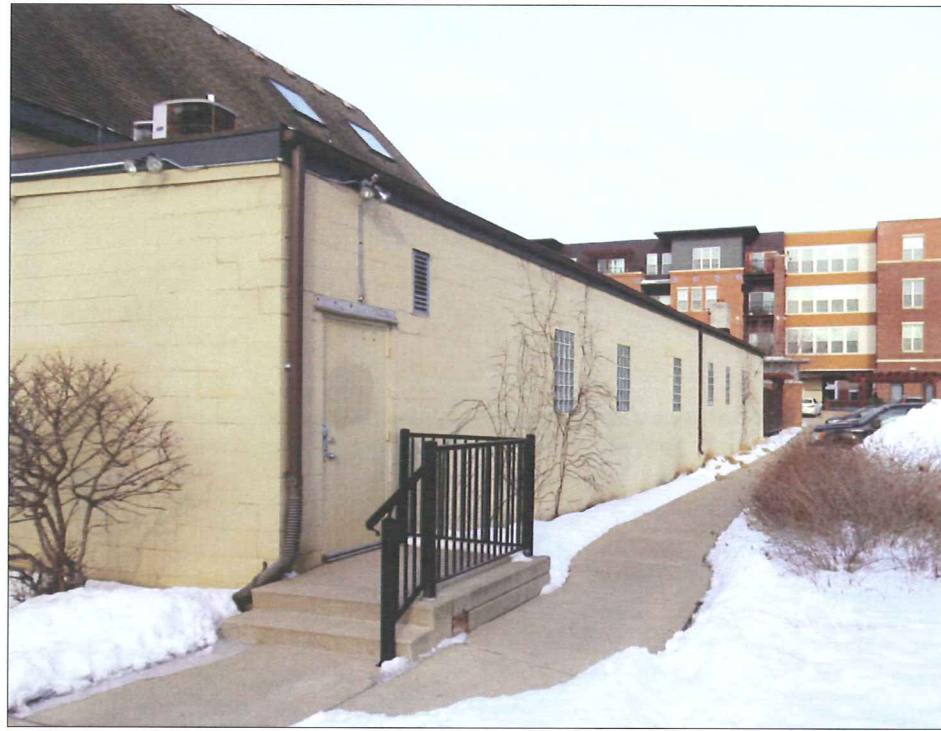


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Current Photos

Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive



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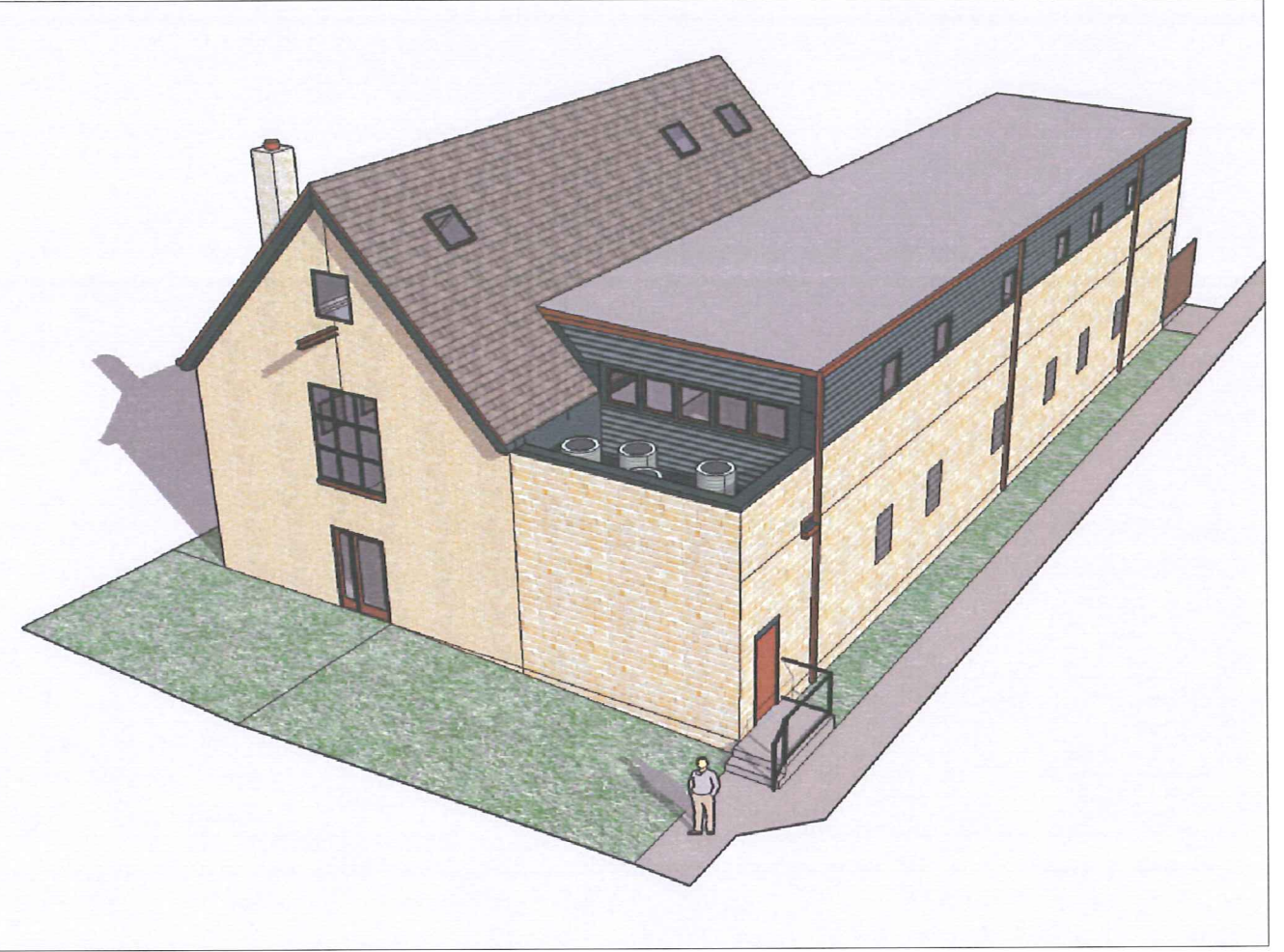
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Northwest



Southeast

Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive



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South Elevation
scale: $\frac{1}{8}'' = 1'-0''$

Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive

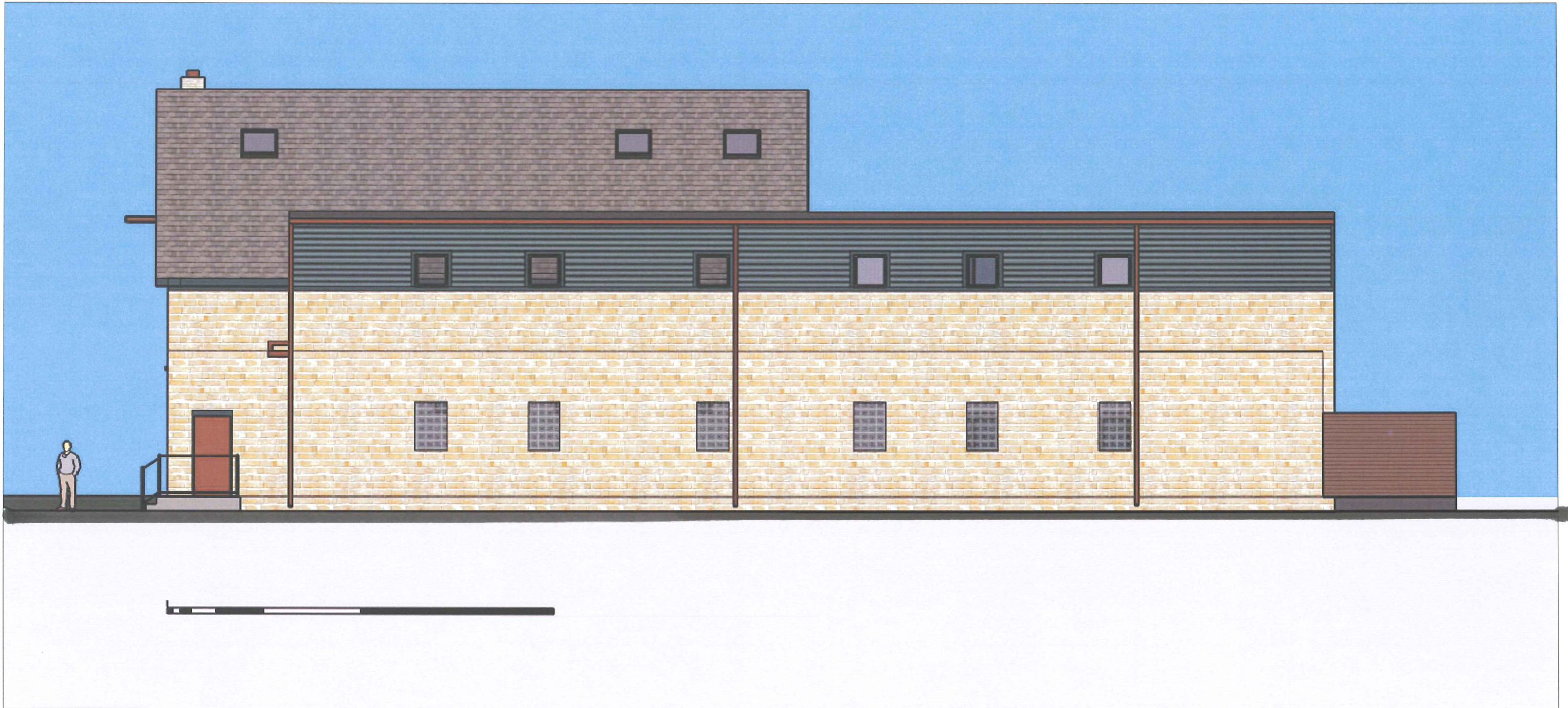


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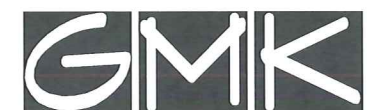
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East Elevation
scale: $\frac{1}{8}'' = 1'-0''$

Proposed Addition Kennedy Dairy Barn 2020 Eastwood Drive



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North Elevation
scale: $\frac{1}{8}'' = 1'-0''$

**Proposed Addition
Kennedy Dairy Barn
2020 Eastwood Drive**



2-22-16

architecture

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West Elevation
scale: $\frac{1}{8}'' = 1'-0''$

**Proposed Addition
Kennedy Dairy Barn
2020 Eastwood Drive**



2-22-16

architecture

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