



Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison
Planning Division
215 Martin Luther King Jr Blvd, Ste 017
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635

1. LOCATION

Project Address: 2020 Eastwood Drive, Madison, Wisconsin 53704 Alder District: 6

2. PROJECT

Project Title/Description: Hoffman-Kennedy Dairy Horse Barn

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

- New Construction/Alteration/Addition in a Local Historic District or Designated Landmark (specify):
Mansion Hill, Third Lake Ridge, First Settlement, University Heights, Marquette Bungalows, Landmark
Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify):
Mansion Hill, Third Lake Ridge, First Settlement, University Heights, Marquette Bungalows, Landmark
Demolition
Development adjacent to a Designated Landmark
Variance from the Historic Preservation Ordinance (Chapter 41)
Landmark Nomination/Rescission or Historic District Nomination/Amendment
Informational Presentation
Other (specify):

DPCED USE ONLY
Registar #:
DATE STAMP
RECEIVED
2/21/24
11:51 am

3. APPLICANT

Applicant's Name: Sean Meyers Company: Sean Meyers Architect, Inc.

Address: 1954 Atwood Avenue, Madison, WI 53704
Street City State Zip

Telephone: 608.286.0277 Email: sean@seanmeyersarchitect.com

Property Owner (if not applicant): Joe Krupp

Address: 1954 Atwood Avenue, Madison, Wisconsin 53704
Street City State Zip

Property Owner's Signature: [Signature] Date: 2/20/24

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 12:00pm on the submission date with the Preservation Planner. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here:

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. **All application materials should be submitted electronically to landmarkscommission@cityofmadison.com.** Please note that an individual email cannot exceed 20 MB.

- Landmarks Commission Application w/signature of the property owner.
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
 - Photographs of existing conditions;
 - Photographs of existing context;
 - Photographs of comparable historic resources within 200 feet of subject property;
 - Manufacturer's product information showing dimensions and materials.
- 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, mechanicals, 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:
 - Perspective drawing
 - Other _____

Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

City of Madison Planning Division
215 Martin Luther King Jr Blvd, Suite 017
PO Box 2985 (mailing address)
Madison, WI 53701-2985
landmarkscommission@cityofmadison.com
(608) 266-6552

Sean Meyers Architect, Inc.
1954 Atwood Avenue
Madison, WI 53704

21 February 2024

Heather L. Bailey, Ph.D.
Preservation Planner
City of Madison - Planning
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Boulevard
Madison, WI 53703

RE: Letter of Intent - Hoffman-Kennedy Dairy Horse Barn

Dear Heather Bailey,

The following is submitted along with the application and drawing supplements for the Landmarks Commission's review and consideration of an alteration to the Hoffman-Kennedy Dairy Horse Barn located at 2020 Eastwood Drive. The Hoffman-Kennedy Dairy Horse Barn was constructed circa 1905 and was designated as a landmark building in the City of Madison in 1986.

Introduction

In 1985 the Hoffman-Kennedy Dairy Horse Barn had fallen to a state of disrepair and severe deterioration when the property was purchased by Joe Krupp with the intent of relocating the corporate offices for Krupp General Contractors, who would occupy the space until 2014. Prior to performing extensive renovations, Joe voluntarily sought historic landmark designation and complied with the historic standards outlined by the commission. For nearly 30 years, the Hoffman-Kennedy Dairy Horse Barn served the company's needs well; although it required the company to accept an inefficient space utilization and other constraints inherent of such a converted horse barn—this was a tradeoff for the opportunity to work in a unique architectural structure.

Since 2014 and until recently, the barn was occupied by a single-use information technology company that has restructured post-COVID, electing to completely operate remotely. Given the current office use demand and the single-user configuration of the space, it has been determined that a repurposing of the building was the best option to extend the productive use of the building. Being in the Schenk-Atwood neighborhood makes it a good candidate for repurposing as a mixed-used building—one residential condo and one commercial condo. The commercial condo will occupy most of the ground level of the barn and the full single-story addition to the north and will be office use for Threshold Development Group. The second and third floors of the barn will be a private residence for Tyler and Sofia Qureshi-Krupp, who are principals of Threshold Development Group and family members of the current owner.

Scope of the Proposed Project

- The existing use is commercial. The project proposes a change of use to residential on levels 2, and 3, while the predominance of level 1 will remain commercial aside from a residential entry and exit.
- Residential entry (main north façade): replace existing entry glazing and door, add a thin metal plate canopy structure.
- Commercial entry (west façade): add a new commercial entry with a thin metal plate canopy structure.
- Construction of new dormer on the northeast side (level 2) for access to the roof of the 1-story addition.
- Replace existing gable-end exterior openings and roof skylights.
- Add two flat-style (not domed) vertical tubular daylighting devices on the northeast side.
- Add a guardrail and deck on the 1-story addition rooftop.

Further Details

- Dormer
 - The intent of the dormer is to afford access to a rooftop deck for the residential user. The low eave at level 2 and

a higher elevation of the rooftop deck requires a means for raising the head height of the access.

- As illustrated in the visual supplements included in this submission, the dormer is mostly hidden above the 1-story addition and has low visibility from the primary facades.
- In addition to the dormer's low visibility, the dormer is designed to not mimic the historic architectural articulation. Rather the architecture of the dormer, being a simple shed structure, reflects the utilitarian form of the barn, both are simple and honest. The dormer is proposed to have a simple gray metal panel that will not overpower the original barn.
- Residential Entry and Commercial Entry
 - Based on the barn's location within the greater Kennedy Place campus and the internal layout of the barn it was determined that the main front façade would serve as the best residential entry point. This location is the most obvious entry point and is the closest access point to the shared parking structure entry. Furthermore, due to the existing internal layout, this location allows for the residential user to enter and immediately go up to the main residence via reuse of the existing timber stair structure.
 - The new commercial entrance was located as proposed for several reasons. It is located along an existing accessible pathway that is also closest to the shared-parking structure entrance and commercial surface parking. This is important for any potential commercial user. Additionally, the new entrance is right next to the Kennedy Place pocket park, making it a welcoming location for visitors and a highly visible location. Furthermore, the interior layout of the barn and 1-story addition allowed for limited access points that met all of these requirements - the proposed entrance does not disrupt any existing offices. It was determined that a commercial entry on the rear-side of the building would not be viable for any commercial user and a new entrance on the 1-story addition would both disrupt existing office space and be detrimental for the privacy required by the residential user at the front of the building. A commercial and residential shared entry was contemplated, but was also

not viable for the reasons just stated and added additional building code requirements.

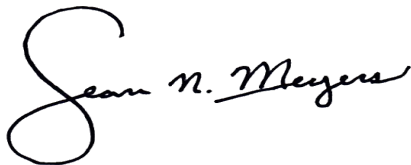
- Canopy Structures at Residential and Commercial Entrances
 - Both the canopy structures are meant to serve as simple solutions for functional issues. The canopies are simple metal plate fabrications meant to shed water over an opening, provide cover for occupants, and architecturally signify entry. In the case of the commercial entrance, the metal canopy structure also provides a surface for signage as well as provides a wind break.
 - The metal plate material is meant to fit the language of an agrarian-utilitarian building, but at the same time be obviously a clear picture of a building that has changed use over time. The finish is proposed as a neutral gray painted metal.

Conclusion

We hope you will find the scope of our proposed project to be an appropriate alteration to a building that holds deep meaning to the parties involved and will continue to do so into the future.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Sean N. Meyers". The signature is written in a cursive, flowing style with a large, decorative initial 'S'.

Sean Meyers, RA, NCARB, CPHC
Principal



Hoffman - Kennedy Dairy Horse Barn

Hoffman-Kennedy
Dairy Horse Barn
Redevelopment

Madison, WI
Landmarks Commission
March 18, 2024

2020 EASTWOOD DRIVE

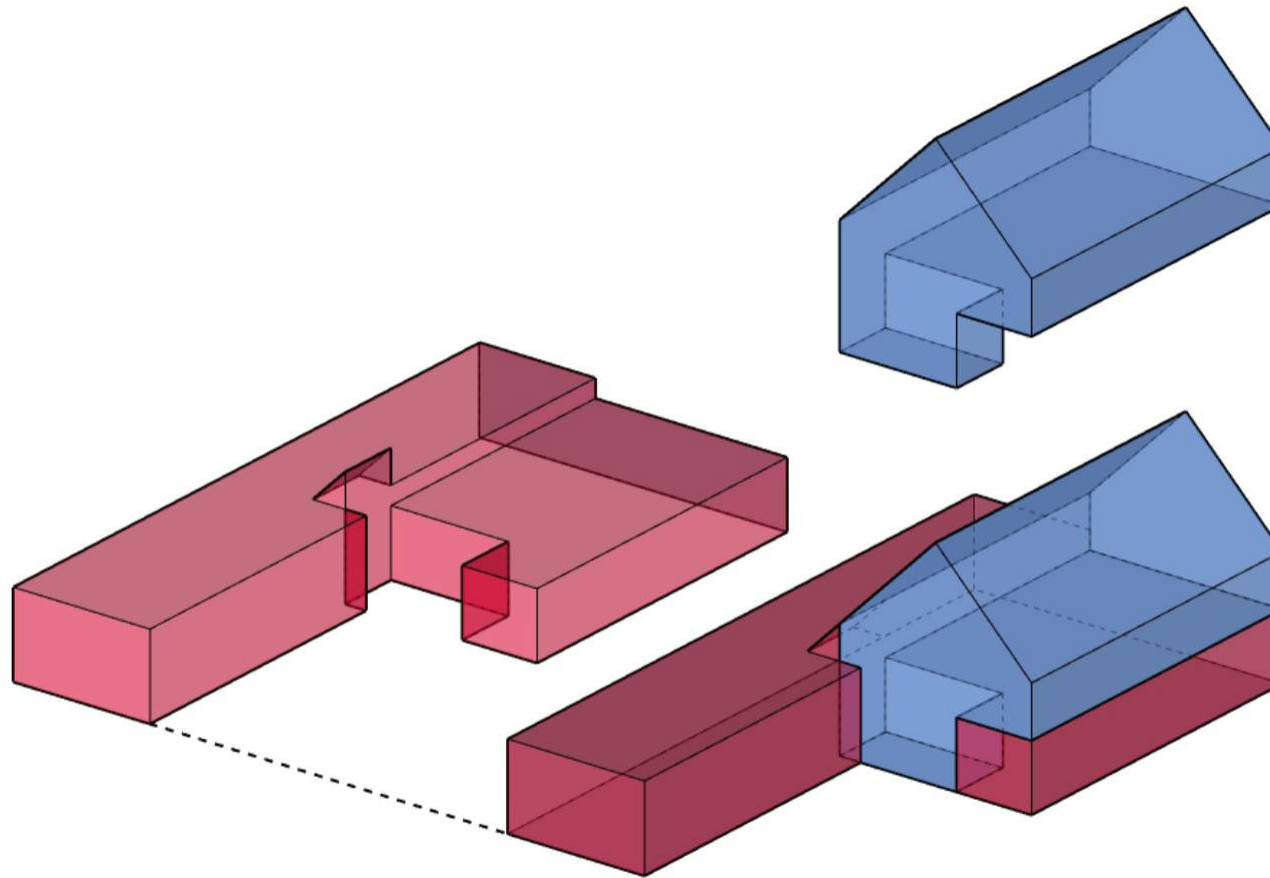
SMA
SEAN MEYERS ARCHITECT, INC.

Context

Diagram

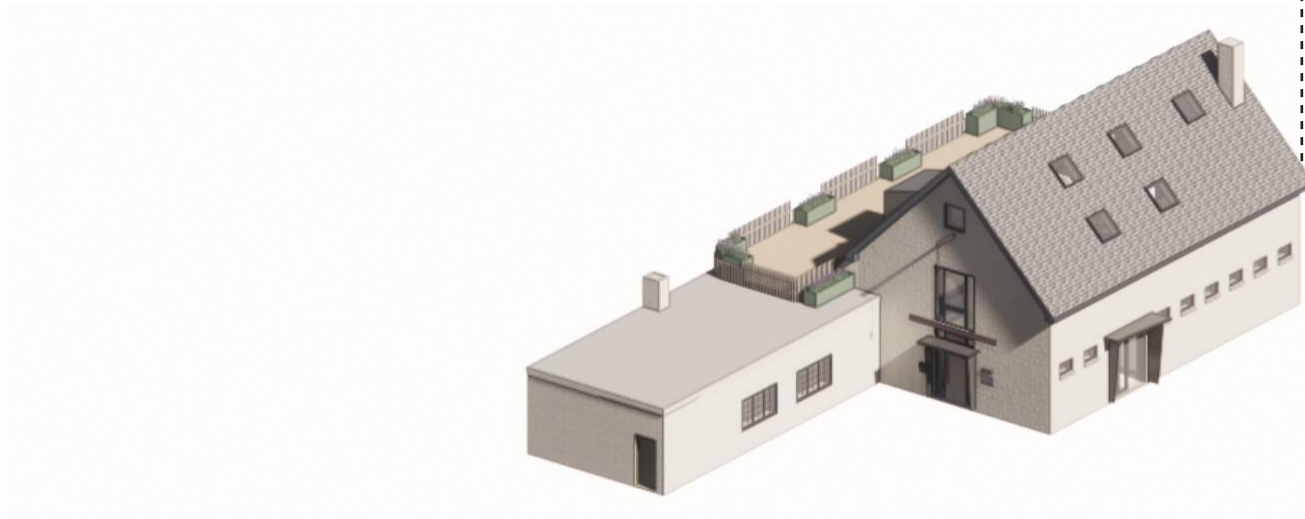
Existing Conditions

Existing Context



Residential:
 Level 01 (Partial)
 Level 02
 Level 03

Commercial:
 Level 01



Use Color Legend
 Commercial ■
 Residential ■

Context | Diagram



Context | Existing Photos



Context | Existing Context Photos

Architectural Drawings

Site Plan

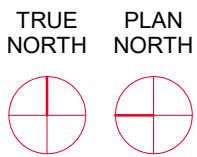
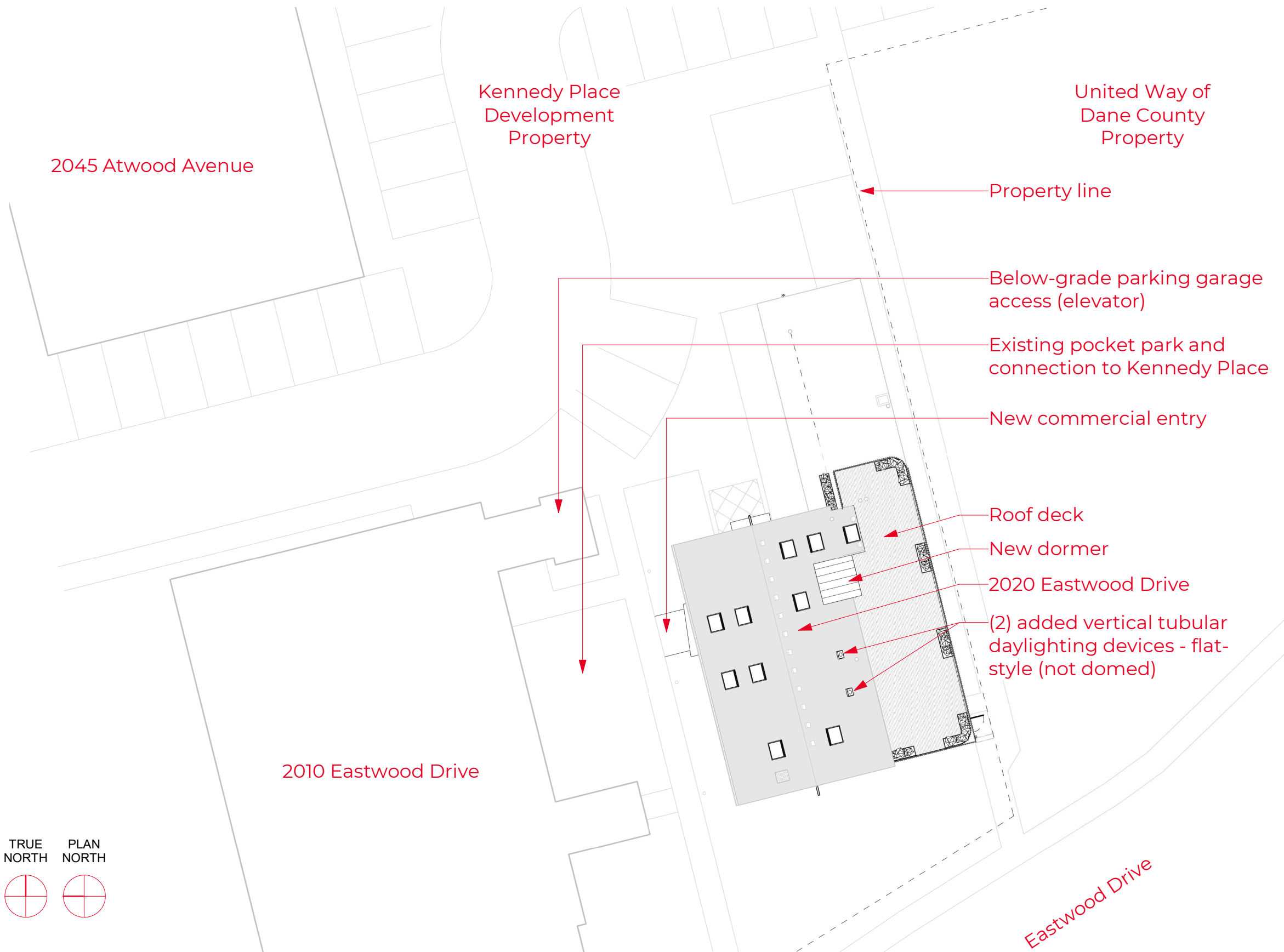
Floor Plan - Level 01

Floor Plan - Level 02

Floor Plan - Level 03

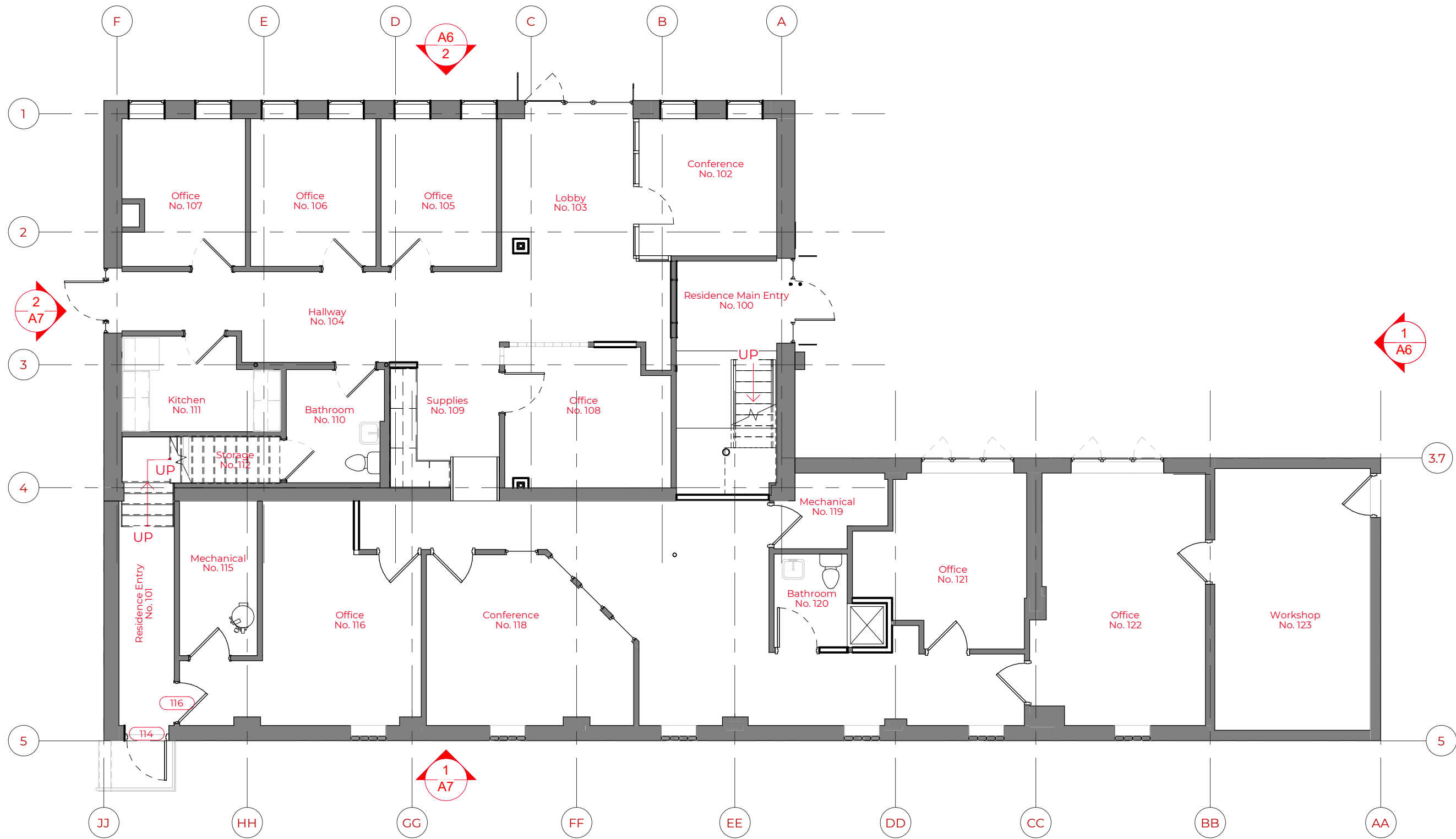
Roof Plan

Exterior Elevations



1 Site Plan
3/64" = 1'-0"

CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Site Plan	SHEET NO A1
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No 23-0006-01 Date 2024.02.21 Drawn by SM Checked by SM		REVISION
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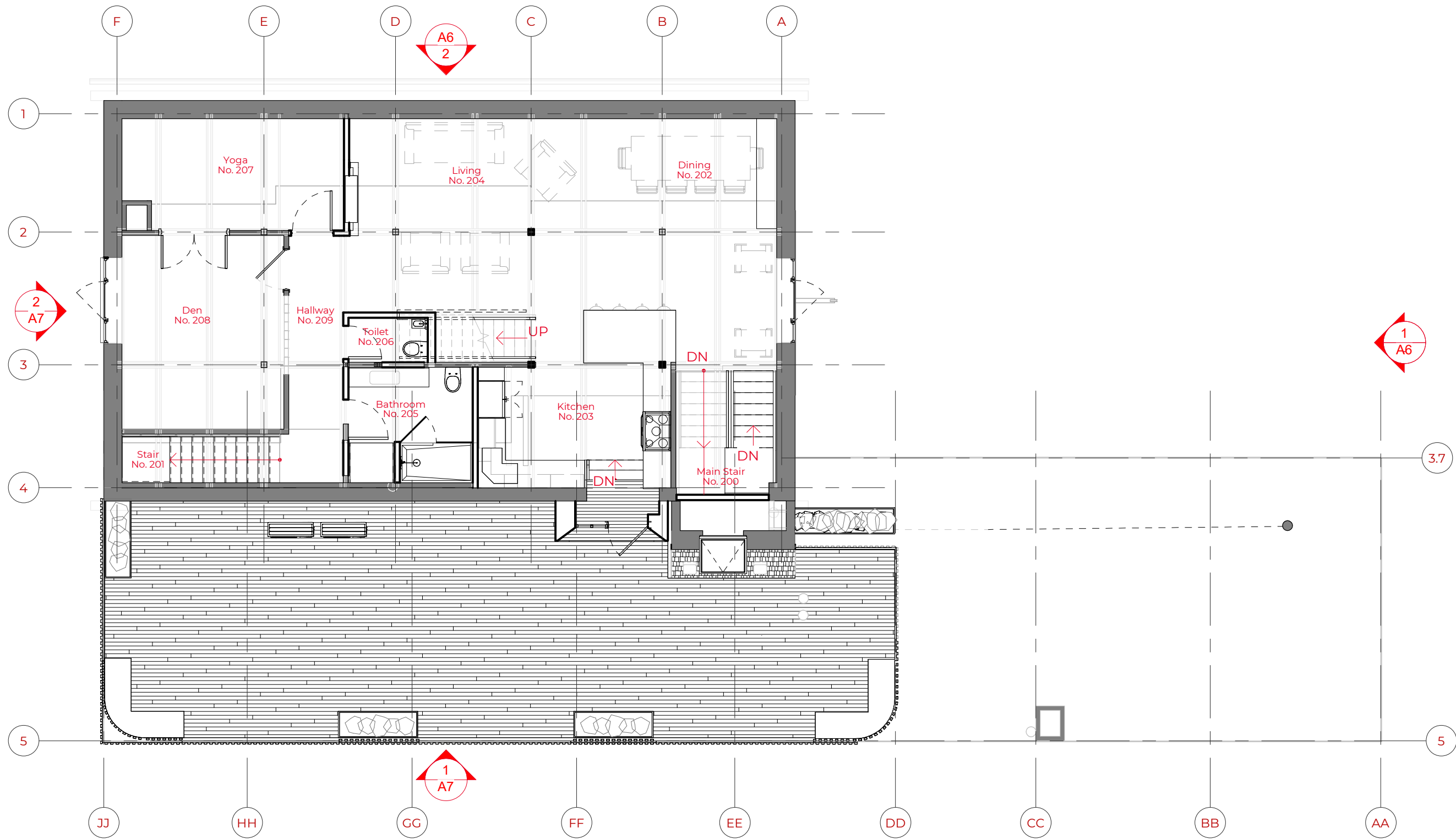


1 Floor Plan - Level 01
 1/8" = 1'-0"

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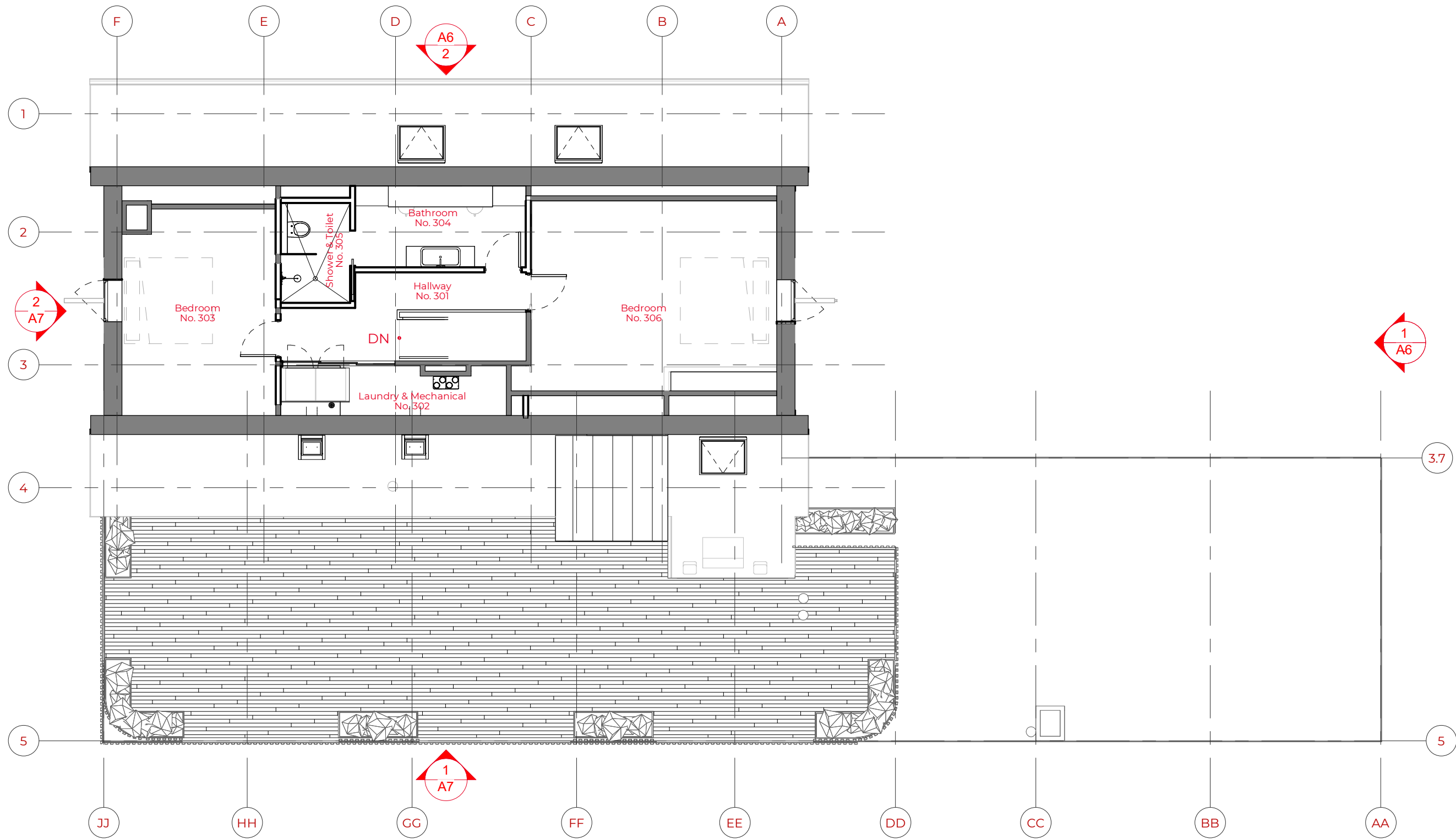
CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Floor Plan - Level 01	SHEET NO A2
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No Date Drawn by Checked by	23-0006-01 2024.02.21 SM SM	REVISION
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1 Floor Plan - Level 02
 1/8" = 1'-0"

CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Floor Plan - Level 02	SHEET NO A3
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No Date Drawn by Checked by	23-0006-01 2024.02.21 SM SM	REVISION
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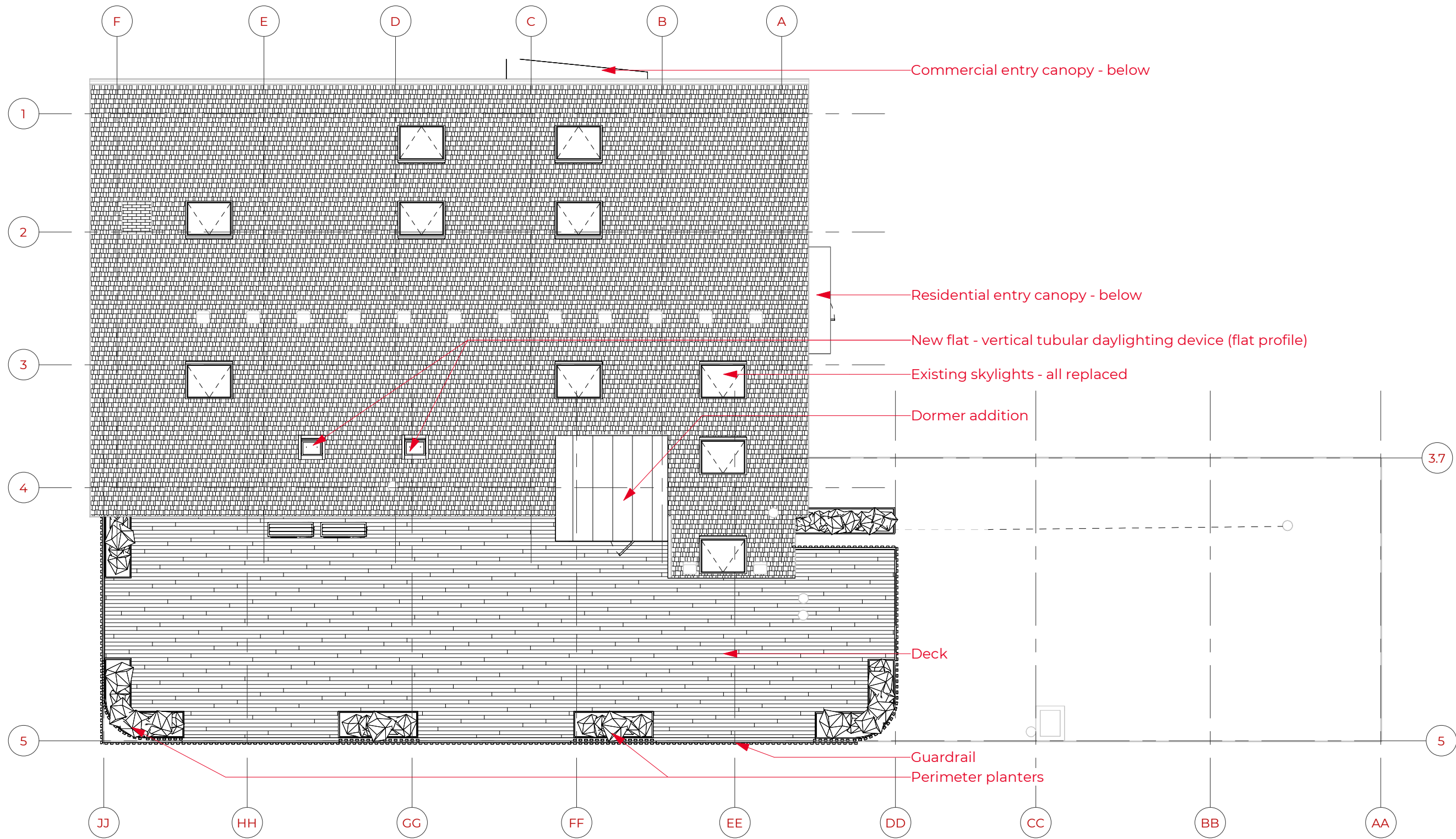


1 Floor Plan - Level 03
 1/8" = 1'-0"

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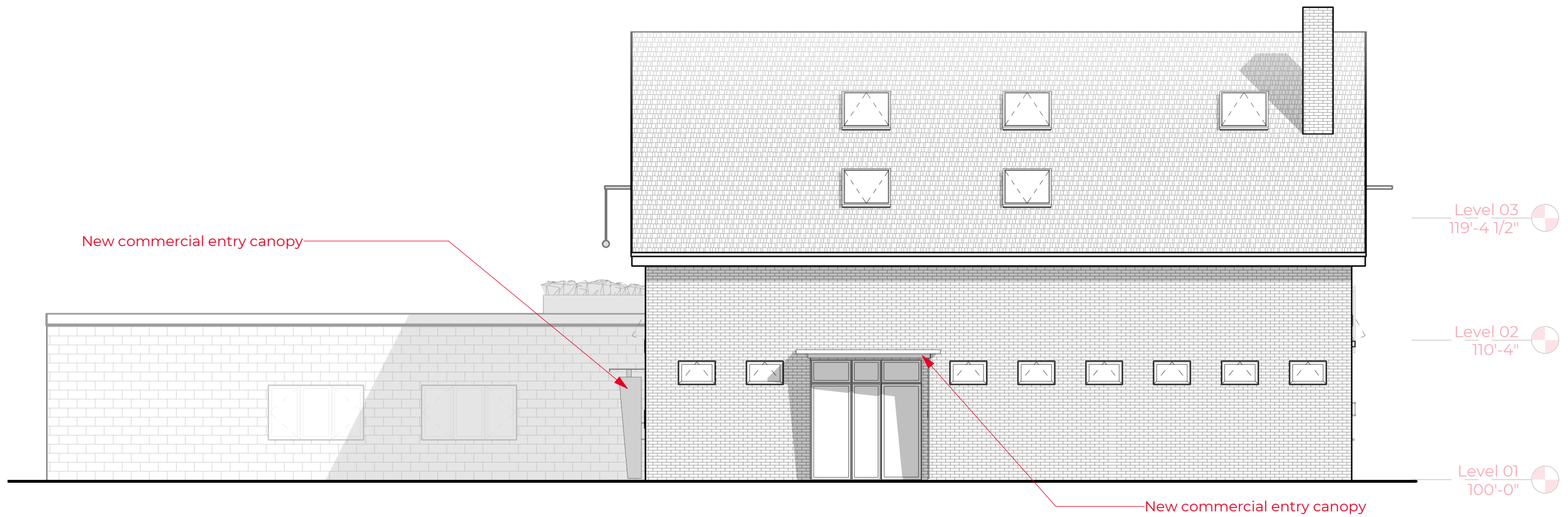
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CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Floor Plan - Level 03	SHEET NO A4
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No 23-0006-01 Date 2024.02.21 Drawn by SM Checked by SM		SMA
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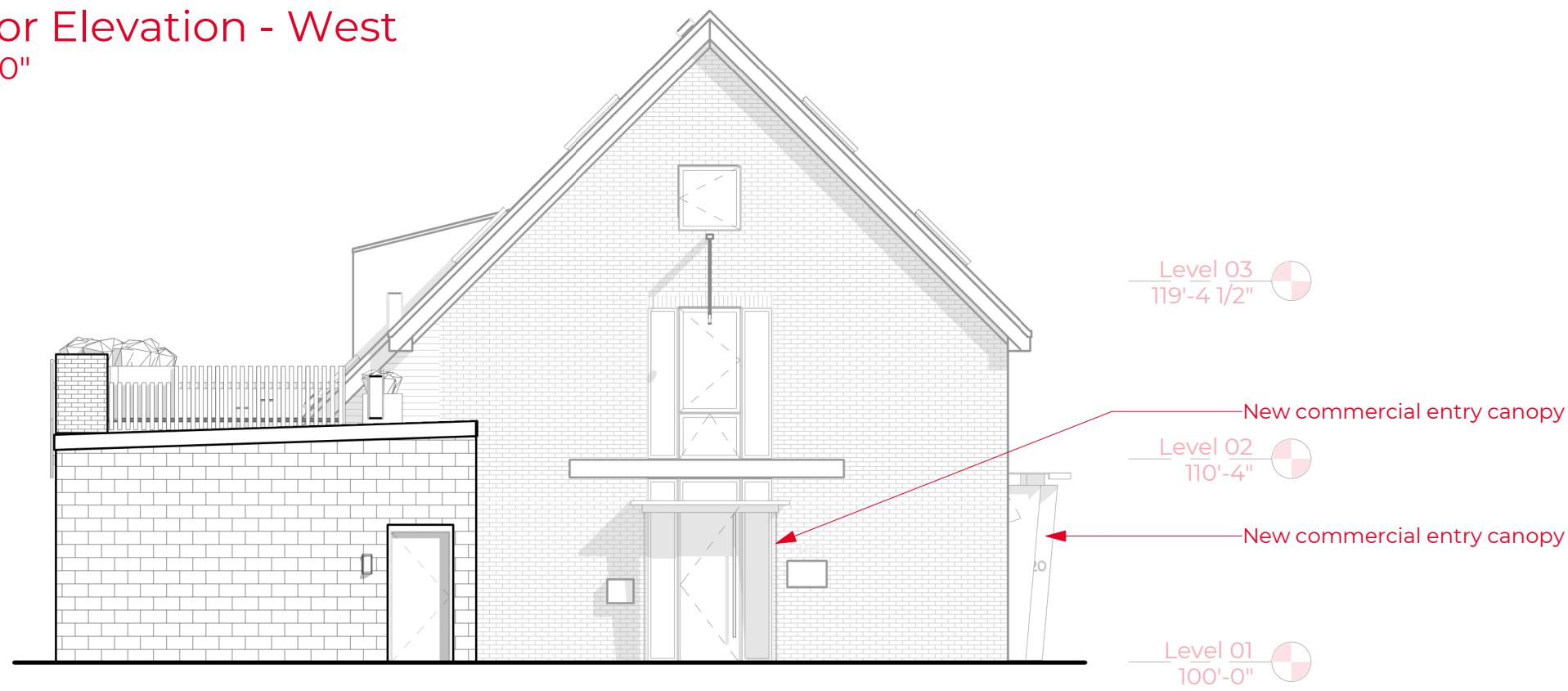


1 Roof Plan
1/8" = 1'-0"

CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Roof Plan	SHEET NO A5
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No 23-0006-01 Date 2024.02.21 Drawn by SM Checked by SM		REVISION
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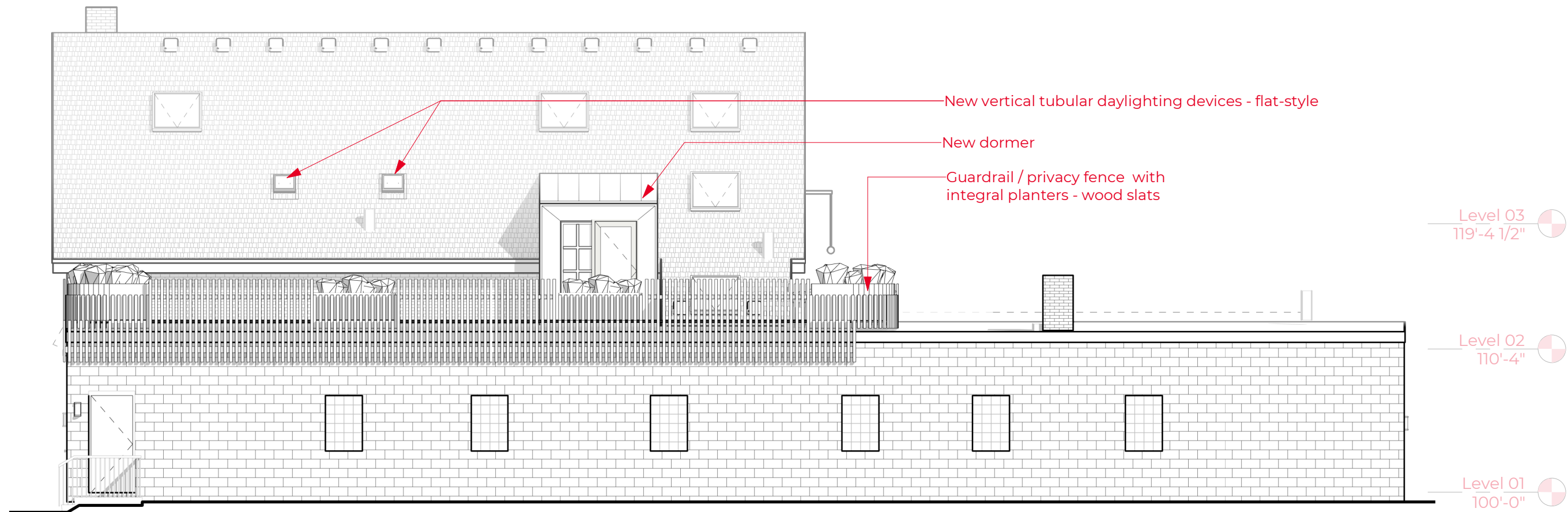


2 Exterior Elevation - West
1/8" = 1'-0"

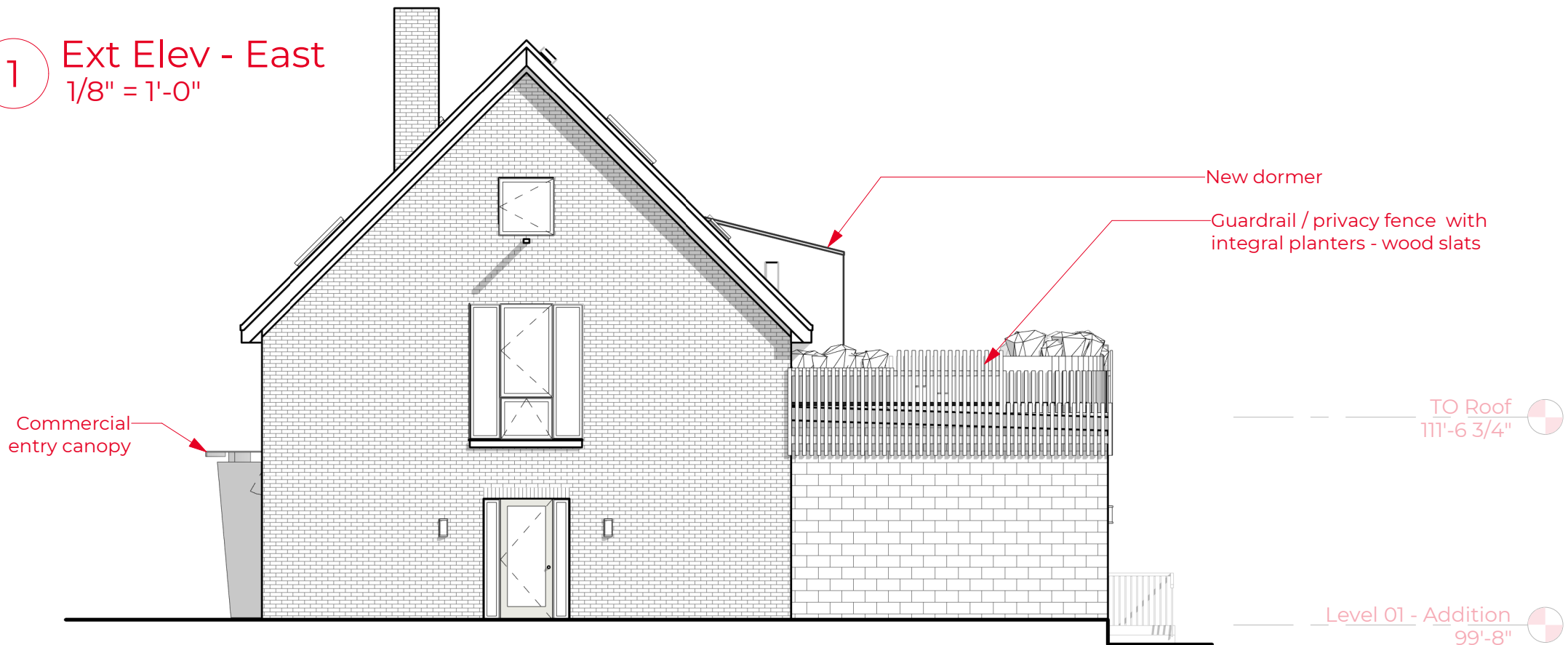


1 Exterior Elevation - North
1/8" = 1'-0"

CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Exterior Elevations	SHEET NO A6	SMA
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No Date Drawn by Checked by	23-0006-01 2024.02.21 SM SM	REVISION	
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1 Ext Elev - East
1/8" = 1'-0"



2 Exterior Elevation - South
1/8" = 1'-0"

CLIENT Joe Krupp	SUBMISSION Landmarks Commission	SHEET NAME Exterior Elevations	SHEET NO A7
PROJECT Hoffman-Kennedy Dairy Horse Barn Redevelopment	INFORMATION Project No Date Drawn by Checked by	23-0006-01 2024.02.21 SM SM	REVISION
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Proposed Design

Eastwood Drive - Existing & Proposed

Front Entry - Existing & Proposed

Perspective Views



Existing | Eastwood Drive View



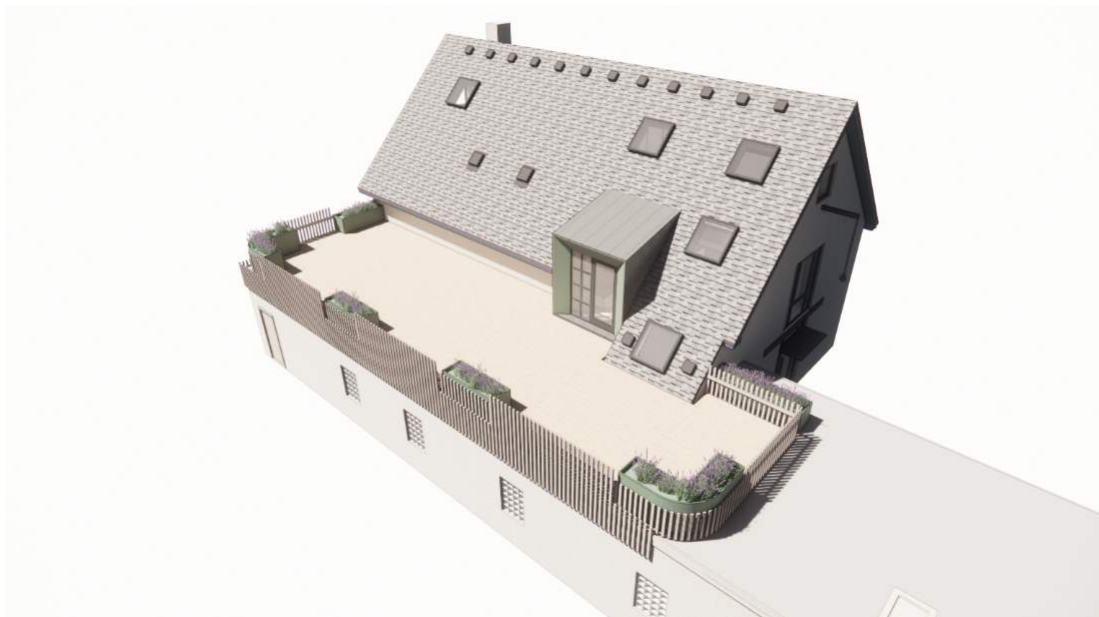
Proposed Design | Eastwood Drive View



Existing | Front Entry



Proposed Design | Front Entry



Proposed Design | Perspectives - Rooftop



Proposed Design | Perspectives - Entries

SMA