

City of Madison Landmarks Commission  
LANDMARKS AND LANDMARK SITES NOMINATION FORM (1)

I. Name of Building or Site

(1) Common

(2) Historic (if applicable)

Kennedy Dairy Horse Barn

II. Location

(1) Street Address

2020 Eastwood Drive

(2) Ward (available @ City Clerk)

Twenty-two

III. Classification

(1) Type of Property (building, monument, park, etc.)

Building

(2) Zoning District

C-2

(3) Present Use

Offices

IV. Current Owner of Property (available at City Assessor's office)

(1) Name(s)

Joseph Krupp

(2) Street Address

2020 Eastwood Drive

(3) Telephone Number

249-3251

V. Legal Description (available at City Assessor's office)

(1) Parcel Number

0710-064-3410-5

(2) Legal Description

(See attached sheet)

VI. Condition of Property

(1) Physical Condition (excellent, good, fair, deteriorated, ruins)

Good

(2) Altered or Unaltered?

Altered

(3) Moved or Original Site?

Original Site

(4) Wall Construction

Masonry

(5) On a separate sheet of paper, describe the present and original physical construction and appearance (limit 500 words).

V. Legal Description:

Farwell's Addition, part of lot 4 described as follows - begat a pt on the SELY in Atwood Avenue 50' SWLY of NE cor lot 4, th SELY para to NE lot line 358' to RR R/W 46' SWLY from SE cor said lot, th SWLY to SW cor said lot, th N along W lot line to a pt 170' S of NW cor said lot, th N para to W lot line 170' to S line Atwood Avenue, th NELY 51.5' along said Ave to POB, except the 72' measured at right angles to the RR.

City of Madison Landmarks Commission  
LANDMARKS AND LANDMARK SITES NOMINATION FORM (2)

VI.(5) Describe Present and Original Physical Construction and Appearance:

A rectangle in plan, the painted brick barn is situated just south of the storefront at 2049 Atwood Avenue. Attached to the barn at the east and northeast is a newer cinderblock addition. It is two and a half stories tall with a gable roof which faces the front.

The fenestration is simple. The two ends contain large flat topped doorways on the second floor that once were used as access to the hayloft. On the north end is a garage door and a regular door at the ground level. On the same level on the south end there is a stable doorway. The west facade has ten single pane rectangular windows placed almost at the center of the height of the wall. The windows on the east facade are covered by the addition, but they were probably like those on the west. All the windows have protruding brick sills.

There probably were ten horse stalls, one under each of the windows and the tack was probably stored on the other side of the barn. When the barn was converted to warehouse space the stalls were removed to create open floorspace on the first level.

By 1985 the barn had deteriorated to a poor state. There were large cracks in the south wall. Portions of the walls had been painted. Wooden trim was peeling and rotten. The roof was bowed and had many holes in it. Vines and other plants covered the property.

The barn has been converted to offices and studios for some local small businesses. The roof was completely rebuilt and skylights installed for light in the mezzanine. Small windows were also added above the hay lifting equipment on the north and south walls. The second story hayloft doors were removed and the openings filled with windows. On the ground level the doorways were adjusted to fit modern doors while keeping the barnlike quality of the building intact. The grayish white brick was painted to eliminate inconsistencies in existing material colors.

City of Madison Landmarks Commission  
LANDMARKS AND LANDMARK SITES NOMINATION FORM (3)

VII. Significance

(1) Original Owner Conrad Hoffman	(2) Original Use Horse Barn
(3) Architect or Builder unknown	(4) Architectural Style N/A
(5) Date of Construction ca. 1904	(6) Indigenous Materials Used None
(7) On a separate sheet of paper, describe the significance of the nominated property and its conformance to the designation criteria of the Landmarks Commission Ordinance (33.01), limit of 500 words.	

VIII. List of Bibliographical References Used

1. Jefferson County, Wisconsin and Its People, Vol. 2, S.J. Clarke Publishing Co., Chicago, 1917, pp. 20-24, 220-223.
2. Madison City Directories
3. Mumford, Manly S., "A Borden City Profile, Madison, Wisconsin", 1949.
4. Sanborn Perris Maps for Madison
5. Southeastern Wisconsin. A History of Old Milwaukee County, Vol. 3, S.J. Clarke Publishing Co., Chicago, 1932, pp. 270-274, 470-473.
- 6.
- 7.
- 8.

IX. Form Prepared By:

(1) Name and Title Jodi M. Rubin, President	
(2) Organization Represented (if any) Preservation Concepts	
(3) Address 123 N. 7th St., Madison, WI 53704	(4) Telephone Number 246-4059
(5) Date Nomination Form Was Prepared December 11, 1985	

City of Madison Landmarks Commission  
LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

VII.(7) Significance of Nominated Property and Conformance to Designation Criteria:

The horse barn at 2020 Eastwood Drive near Schenk's Corners is significant as a locally rare example of an important type of building, and as a significant site in Madison's commercial activity of the early 1900's. The barn is one of only two nonresidential horse barns left in Madison. The barn and the associated storefront at 2049 Atwood Avenue were the east side's branch of the Kennedy Dairy, the largest dairy in Madison in the early 20th century.

Horses hauling wagons and buggies was the most common mode of transportation until Ford made the automobile available to the masses. Horses needed to be sheltered in buildings in order to stay in top condition to perform their duties. Barns, stables, and liverys used to be prevalent in Madison, just as garages and gas stations are today. One by one, most of these horse related buildings have disappeared from Madison.

Madison has a few coach houses scattered throughout older sections of town. Nonresidential horse barns, however, are not as common. Only two of these barns remain, the Kennedy Dairy Barn and the old city horse barn on North Blount Street.

The Kennedy Dairy Barn was built by a German immigrant named Conrad Hoffman around 1904. It is not known exactly what purpose the barn served initially because Hoffman did not advertise any available services. The barn was sold in 1925 to the Kennedy Dairy. In the fall of 1925, the dairy's branch office was built in front of the barn on Atwood Avenue.

Kennedy Dairy established an east side branch because it took too long for a horse to travel from the west side dairy to the east side of town to deliver milk. The dairy and the main horse barn were located near the railroad depot on West Washington Avenue.

The Kennedy Dairy started in 1913 when Stephen Kennedy acquired the Badger Creamery Company. Kennedy continued to buy other local dairies and operated out of a building at 618 University Avenue until 1923 when it moved to 621 West Washington Avenue. The new dairy was lauded as one of the most modern in the country. This was possible because of the working relationship between the dairy and the University of Wisconsin's College of Agriculture.

In 1928 the nationally known dairy, Borden, bought the Kennedy Dairy. Borden bought the Mansfield-Caughey Dairy of Madison in 1929. Borden allowed both dairies to keep their old names in an effort to keep their old customers. By 1933 Borden merged the two dairies and the resulting operation was called the Kennedy Mansfield Dairy. Later it became known as the Kennedy Mansfield Division of Borden. As Borden grew and became trusted locally, the Madison dairy names were phased out.

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City of Madison Landmarks Commission  
LANDMARKS AND LANDMARK SITES NOMINATION FORM (4)

VII.(7) Significance of Nominated Property and Conformance to  
Designation Criteria:

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The barn was used by the dairy to shelter horses which hauled milk wagons on home delivery and wholesale routes. These were as many as ten horses and their tack in the barn. There was also a large yard for wagon storage and for grazing near the railroad tracks. By the 1930's and 40's the horses were phased out and replaced by trucks. The barn was no longer needed and was sold. Some later tenants included a nut products business, a beer distributing company, and today, a building construction company and other local firms.

Hoffmann-Kennedy Dairy Horse Barn  
Addendum to Landmark Nomination

Although horses and horse-drawn conveyances were one of the two vital means of transportation in the 19th century, almost no buildings remain in Madison that were connected with this mode of travel.

The intensive survey has documented about 25 livery stables that once existed in Madison, where horses were boarded, rented, and sold, and hearses, carriages and other horse-drawn conveyances were rented. Between 1915 and 1920 the livery stables that were thriving only a few years before were all closed or converted into automobile garages. None of the 25 livery stables documented remain.

Another important business connected with horses was transfer and storage. There were several concerns involved in this field in the 19th century, the most often mentioned being Beverly Jefferson's Omnibus Line (12 North Webster, gone). There is only one building remaining that was connected with horse-drawn transfer and storage, the Reynolds homestead at 616 East Mifflin Street, built in 1910. The Reynolds house also served as the offices of the firm, which at this time specialized in hauling and heavy industrial moving.

Blacksmith shops were the auto repair shops of the 19th century. Although many well-known firms operated in Madison in the horse era, only three buildings remain that were connected with the blacksmith trade. The Ideal Body Company at 502-516 South Park Street was built in 1927 by Joseph Dottl, who for many years had operated a blacksmith shop on the site. While Dottl still advertised as a blacksmith in the 1929 city directory, there is no doubt that the majority of his business by the time the current building was erected was in auto repair. The Wisconsin Wagon Company at 602 Railroad Street constructed many types of wagons and carriages and also ran a blacksmithing operation as a sideline (see below). The third building was the Heitkamp blacksmith and wagonmaking shop, erected for that purpose in 1872 at 811 Williamson Street. The small, one- or two-man operation continued in this building until sometime after 1888.

The wagon and carriage making industry in Madison ran the gamut from small shops, such as the Heitkamp shop mentioned above, to large manufacturers. The Wisconsin Wagon Company was perhaps the longest-lived wagon manufacturer in Madison. Founded in 1883 by John A. Johnson et. al., the company made carriages, ice wagons, drays, delivery wagons, and six- and nine-passenger pleasurettes. In the early 1920's the firm switched to the manufacture of auto bodies. The last wagon manufacturer for which a building still exists was the Fuller and Johnson Plow Manufacturing Company. Since its president, John A. Johnson, founded the Wisconsin Wagon Company, it is logical to assume that the wagonworks at Fuller & Johnson was not a large area of concern for the plow manufacturer (1356 East Washington was the office of the firm and 1400 East Mifflin was the original factory).

Nonresidential horse barns are also almost extinct. Besides the Hoffmann barn being nominated as a landmark, the only other nonresidential barn remaining is the old city horse barn at 202 North Blount Street. This building is fairly intact on the exterior, but the interior was converted to office and storage space many years ago. A more intact example, the old Castle and Doyle horse barn in the 800 block of East Main Street, was demolished two summers ago.

Some of the buildings mentioned above had only peripheral connection with an important horse-related business. This group includes the Reynolds homestead, the Ideal Body Company, and the Fuller & Johnson plow works. Only four buildings remain that had significant connections to horse-related businesses: the Wisconsin Wagon Company (602 Railroad Street), the Heitkamp wagon and blacksmith shop (811 Williamson Street), the city horse barn (202 North Blount), and the Hoffmann horse barn (2049-1/2 Atwood Avenue).

It is my opinion that the Hoffmann horse barn is eligible to be a Madison landmark because it represent an era of our history that will never return. The Wisconsin Wagon Company and the Heitkamp shop are interesting and probably significant buildings, but they retain almost no physical features that are unique to the horse era. The Wisconsin Wagon Company looks similar to many 19th century industrial structures. The only unusual feature of the Heitkamp shop that remains is a double door on the front facade. The city horse barn and the Hoffmann horse barn, however, are unique structures that could only have been built to house horses. Their simple gable roofed massing, the large second story loft doors with pulleys and the small, horse-head height windows are physical reminders of the role these buildings played. The two remaining horse barns have both been altered somewhat. But despite this, I believe both barns should be preserved for future generations because of their rarity and because of the importance of the historical phenomenon they represent.

Prepared by K. H. Rankin  
2/11/86

KHR:jae/65